

# MANUFACTURERS RECORD

## Stimulating

**T**HE fear that efficiency and frugality in the operation of the Federal government will lead to a lowering of the American standard of living was an idea unworthy even of the demagogues who spread it during the recent presidential campaign.

It is absurd to imply that extravagant and wasteful government spending should be encouraged because of the fear that to curtail it would be deflationary.

A policy of improving government practices by reducing waste, duplication and worse, of ending useless and burdensome controls and restrictions, of balancing the budget and looking toward tax reductions is bound to stimulate business activity, promote private investment and make for better jobs and living conditions for all.

When methods and objectives are better, the ends achieved are bound to be better.

**phosphate** for the manufacture of  
... industrial chemicals

**phosphate** for the manufacture of complete fertilizers

**phosphate** ground rock phosphate for  
... direct application to the soil



**high grade phosphates  
for industry and agriculture**

phosphate division **INTERNATIONAL MINERALS & CHEMICAL CORPORATION**

**General Offices:** 20 North Wacker Drive, Chicago 6

Phosphate mines and plants in Florida at Noralyn,  
Peace Valley, Achan, Mulberry; in Tennessee  
at Mt. Pleasant and Wales.

*This advertisement is appearing currently in magazines reaching fertilizer manufacturers*



***Fabricating Steel is Our Business***

**Lifeblood  
of Industry**

The Tanner's Creek Power Plant of the American Gas & Electric Service Corporation at Lawrenceburg, Indiana, is the lifeblood of industry in that highly productive area, a stone's throw down river from Cincinnati. Unit No. 2 of this huge plant, now nearing completion, is authentic proof of INGALLS painstaking and dependable fabrication and erection know-how.

**THE** **INGALLS**

**IRON WORKS COMPANY**

**BIRMINGHAM, ALABAMA**

Sales Offices: New York, Chicago, Pittsburgh, Houston

Plants: Birmingham, Ala., Verona, Pa., North Birmingham, Ala., Pascagoula, Miss., Decatur, Ala.

# INSULATED

# METAL WALLS

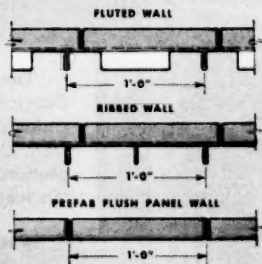
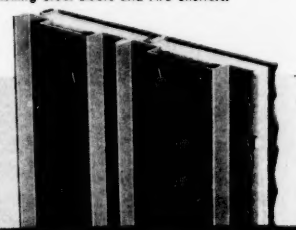
for INDUSTRIAL and COMMERCIAL BUILDINGS  
ALUMINUM, STAINLESS or GALVANIZED STEEL

Insulated Metal Walls continue to gain favor with both Architects and Owners throughout the country. And, the reason is obvious . . . these modern walls have revised previous concepts of permanent, firesafe construction. Their lower cost, in both material and labor, and the reduction in construction time—plus the fact that Insulated Metal Walls can be erected under weather conditions which would preclude masonry construction, are just a few of the advantages. Insulated Metal Walls also lend themselves to individual architectural expression in design—the powerhouse illustrated here is a good example. In this building, vertical panels of continuous sash in combination with a Mahon Fluted Metal Wall produces a striking appearance. Mahon Insulated Metal Walls are available in the three patterns shown below. The Mahon "Field Constructed" Fluted or Ribbed wall can be erected up to sixty feet in height without horizontal joints—a feature which is particularly desirable in powerhouses or other buildings where high expanses of unbroken wall surface are common. See Sweet's Files for complete information and Specifications, or write for Catalog No. B-53-B.

## THE R. C. MAHON COMPANY

Detroit 34, Mich. • Chicago 4, Ill. • Representatives in All Principal Cities

Manufacturers of Insulated Metal Walls; Steel Deck for Roofs, Partitions and Permanent Concrete Floor Forms; Rolling Steel Doors, Grilles and Underwriters' Labeled Rolling Steel Doors and Fire Shutters.



The Over-all "U" Factor of the various Types of Mahon Insulated Metal Walls is Equivalent to or Better than a Conventional sixteen inch Masonry Wall.

# MAHON

MANUFACTURERS RECORD FOR



# MANUFACTURERS RECORD

ESTABLISHED 1882

Devoted to the Industrial Development of the South and Southwest



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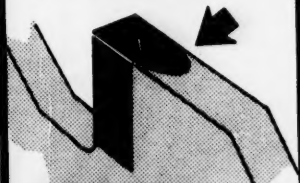
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DECEMBER NINETEEN FIFTY-TWO

# SPLIT SLOT SAW

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Exclusive Gay-Lee design — the carbide tip with circular seat permits secure tip brazing. Now you can use carbide without worrying about tips breaking loose. Insures long saw life.



CIRCULAR SEAT  
GIVES GREATER  
BRAZE AREA —  
BETTER  
TIP SUPPORT

NOW UP  
TO 8" DIA.

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UNDER, THIN  
AS .030"

WRITE  
FOR DATA

Patent  
applied for

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THE WALLACE SUPPLIES MFG. CO.

INC. 1900

*is Proud to Announce the Opening of a New Subsidiary*

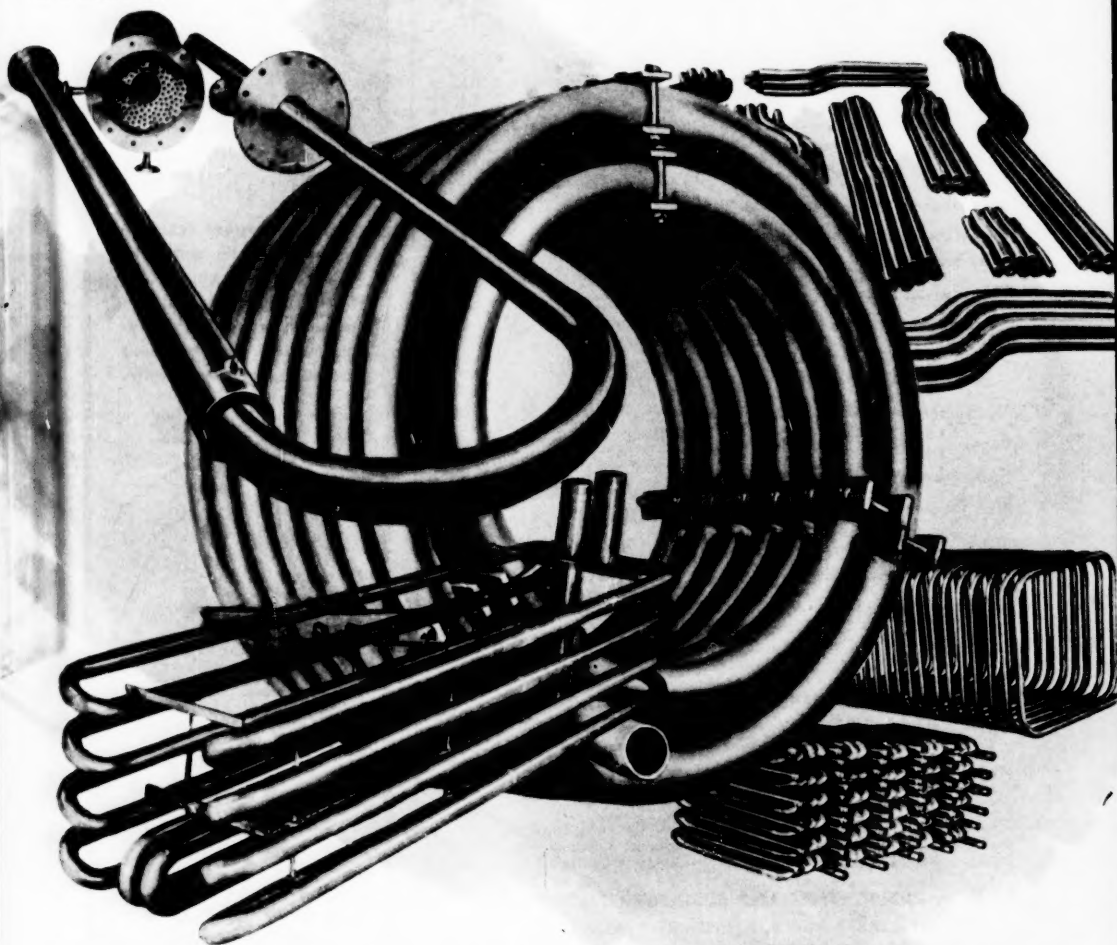
## THE WALLACE COMPANIES OF NORTH CAROLINA

Bryson City, North Carolina

FOR MILL — FOR WAREHOUSE — FOR FABRICATING OF PIPE AND TUBING

Fabricating service: bending, rolling, welding, drilling, flaring, swaging, punching and assembly. One bent part or a truckload.

Special designs — radiant heat coils — process piping — power piping — refrigeration coils.



If you have a bending problem send in your blueprints or sketches, we will be pleased to submit solutions to your fabricating problem and estimates as to cost.

We also stock: PARKER FITTINGS in steel, stainless steel, brass and aluminum. Meets J.I.C. standards.

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# BUSINESS TRENDS

## Optimism Grows With Business Gains—

Extending gains into September, October and the beginning of November, business activity currently displays an aspect of intense vigor along a widespread front.

Leading the nine major components of business volume is the Manufacturing sector, which scored moderate gains in August and more outstanding advances in September and October.

Retail trade, seasonally now at its annual peak, is making a scarcely less impressive showing.

Construction continues at peak levels, even though there would normally at this season be a moderate slackening on account of weather conditions.

Utilities, Finance, Wholesale Trade and the Services also are turning out peak performances.

Mining alone holds aspect of weakness, and only because of large supplies of coal above ground, holding back normal coalmining activity. In the sectors of petroleum products, metallic, and nonmetallic minerals activity is vigorous.

### THE NATION

All sections of the United States are sharing in the current upsurge.

All are well ahead of last year's performance, and all are progressing steadily month by month.

There appears now no doubt that all geographical divisions will finish 1952 with substantial gains over 1951.

Except in the South, best gains are being made in industrial and commercial sectors. Agriculture in the East, North and West is just about holding a par with 1951.

The heavily industrialized states of the East and near East are showing especially strong gains since settlement of the steel strike, with steel now being turned out at a rate of 105 per cent of rated capacity, and steel products rolling off assembly lines at equivalent speed.

### THE SOUTH

Despite drought effects in some parts of the South, agricultural products are being marketed throughout the Region in record amounts.

The South is leading the Nation this year in relative agricultural output.

And, as heretofore, the South continues to bellwether construction enterprise.

In overall business activity, the Region is substantially ahead of the Nation at large in comparison of 1952 levels with those of 1951.

### ON THE UPWARD SIDE

Employment is now at an alltime high.

Nondurable goods manufacture, stable for months, has begun to expand, with textiles, paper and chemicals showing particular strength.

Durable manufactures, already strong, are putting on additional speed, with a step up in auto production being probably the most significant feature.

And even with this increased production, motor car buyers are absorbing the industry's output.

Along with increased auto sales there is also apparent a heavier output and absorption of television sets and other consumer durables. Retail sales of all types are rising along with increased personal income.

Business loans are still increasing and reported plans for capital expansion in 1953 are at peak levels.

Nowhere along the line is there sign of impending business slack.

### ON THE DOWNWARD SIDE

Together with new and renewed activity has come renewal of optimism and confidence.

Talk of recession, near or far away, is becoming less vocal.

Whether this is good or bad remains to be seen.

A glance into the past gives considerable evidence that undue optimism can be as devastating as undue pessimism.

The worst recessions in the Nation's history have occurred when least expected, in fact when expectations were of an opposite nature.

And it further reveals that those that were anticipated were without serious effect.

However, at this stage at least, there is not substantial evidence that optimism has become unbridled.

There is at present no speculation in inventories, or in large degree of any other kind.

The weakest point in the picture is the ever increasing growth of consumer credit.

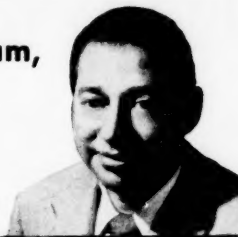
After all, consumer credit represents merely a shift of inventories from seller to buyer storage.

Until paid for in cash, a sale is not fully consummated.

*(Continued on page 9)*

"Since using your simplified lubrication program,  
we have enjoyed substantial savings" . . .

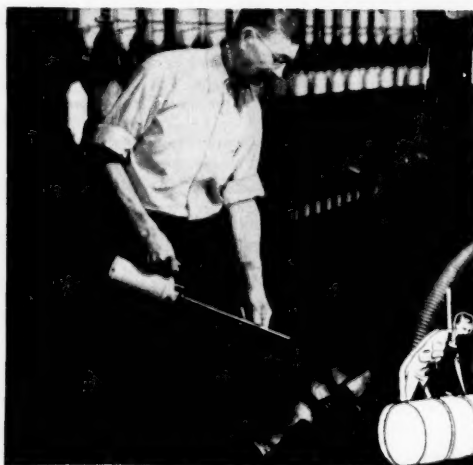
says SAM PLANER, President,  
Piedmont Mills, Inc., Gastonia, North Carolina



You, too, can simplify and save—with



# PURE OIL INDUSTRIAL LUBRICANTS



Pure Oil's complete line of top-quality industrial lubricants includes many oils and greases designed to do several different jobs, instead of one specific job.

And to do each job equally well.

This enables you to reduce your lubricant inventory . . . simplify your lubricating procedures . . . minimize waste and error.

If you are interested in something that definitely can save you money (and who isn't, in times like these), contact your local Pure Oil office\* or write:

THE PURE OIL COMPANY, Industrial Sales  
35 East Wacker Drive, Chicago 1, Illinois

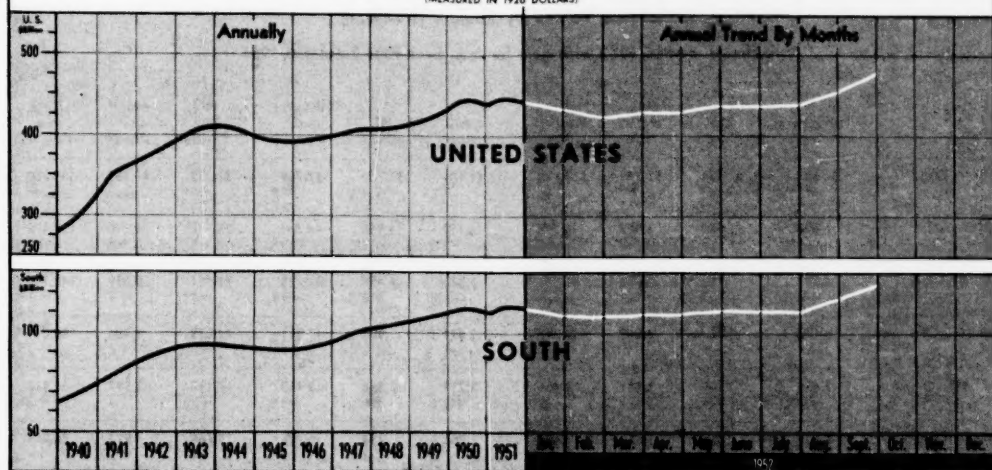
## Take a tip from Piedmont

They needed to use 3 different lubricants for their air compressors and electric motors. Now, PUROPALE HEAVY oil does all 3 jobs! Does them better, Mr. Planer says, and for less! Whatever type of machinery you have in your plant, your Pure Oil representative can help you, too, find ways to simplify and save with Pure Oil industrial lubricants.

**Be sure with Pure**

\*Sales or affiliate sales offices are located in Atlanta, Georgia • Birmingham, Alabama • Charlotte, North Carolina • Chattanooga, Tennessee • Columbus, Ohio • Hattiesburg, Mississippi • Indianapolis, Indiana • Jacksonville, Florida • Madison, Wisconsin • Memphis, Tennessee • Miami, Florida • Minneapolis, Minnesota • New York, New York • Norfolk, Virginia • Parkersburg, West Virginia • Pensacola, Florida • Seaford, Delaware.

**PHYSICAL VOLUME**  
OF  
ALL GOODS TURNED OUT BY PRIVATE ENTERPRISE  
(MEASURED IN 1926 DOLLARS)



**Regional Indicators**

(Continued from page 7)

**Farm Marketings (\$ Mil.)**

	Sept. 1952	Aug. 1952	Sept. 1951
South .....	\$1,420	\$ 886	\$1,186
Other States .....	\$2,188	\$1,988	\$2,201
United States .....	\$3,608	\$2,874	\$3,387

**Construction (\$ Mil.)**

	Sept. 1952	Aug. 1952	Sept. 1951
South .....	\$1,013	\$1,029	\$ 899
Other States .....	\$2,098	\$2,101	\$1,898
United States .....	\$3,111	\$3,130	\$2,797

**Mineral Output (\$ Mil.)**

	Sept. 1952	Aug. 1952	Sept. 1951
South .....	\$ 574	\$ 581	\$ 565
Other States .....	\$ 491	\$ 490	\$ 514
United States .....	\$1,065	\$1,071	\$1,079

**Manufacturing (\$ Mil.)**

	Sept. 1952	Aug. 1952	Sept. 1951
South .....	\$ 5,004	\$ 4,761	\$ 4,338
Other States .....	\$17,626	\$16,812	\$15,567
United States .....	\$22,630	\$21,573	\$19,905

**National Indicators**

	Sept. 1952	Aug. 1952	Sept. 1951
Personal Income (\$ Bil.) ...	\$ 273.3	\$ 269.6	\$ 257.3
Ave. Weekly Earnings (Mfg.)	\$ 69.58	\$ 67.80	\$ 65.49
Consumer Credit (\$ Mil.) ..	\$ 21,656	\$ 21,436	\$ 19,362
All Inventories (\$ Mil.) ....	\$ 73,377	\$ 72,714	\$ 73,662
Mfg. Inventories (\$ Mil.) ..	\$ 43,151	\$ 43,107	\$ 42,067
Trade Inventories (\$ Mil.) ..	\$ 30,226	\$ 29,607	\$ 31,595
Bank Debits (\$ Mil.) .....	\$123,886	\$110,578	\$107,504

	Sept. 1952	Aug. 1952	Sept. 1951
Ave. Weekly Hours (Mfg.) .....	41.1	40.6	40.6
Carloadings .....	3,363	3,882	3,312
Consumer Prices ('35-'39=100) ..	190.8	191.1	186.6
Retail Prices ('35-'39=100) .....	211.1	211.8	207.4
Wholesale Prices ('47-'49=100) ..	111.7	112.2	113.4
Construction Costs ('47-'49=100) ..	123.0	122.7	117.0
Electric Output (mil. kw. hrs.) .....	38,759	39,752	35,275

(Continued on page 10)

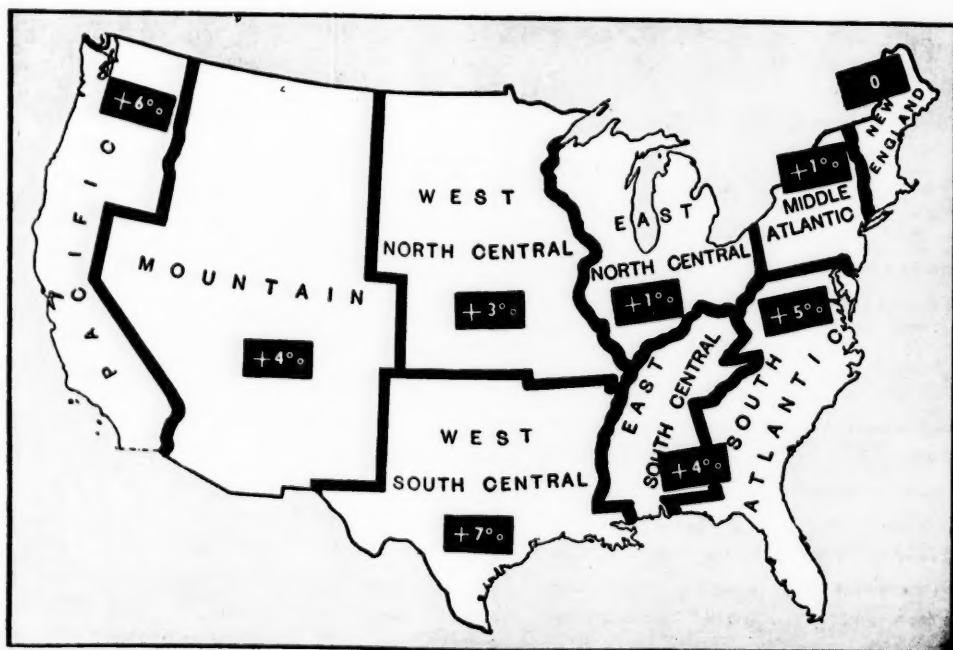
# NATIONAL BUSINESS VOLUME

(Continued from page 9)

## Business Volume By Regions (\$ Million)

First 9 months 1952 with gain (or loss) over First 9 months 1951

	Farm- ing	Min- ing	Con- struc- tion	Manu- factur- ing	Utili- ties	Fin- ance	Whole- sale Trade	Retail Trade	Service Trade	Busi- ness Volume
New Eng.	\$ 633 +2	\$ 34 even	\$1,369 +1	\$13,668 even	\$1,401 -3	\$1,763 +4	\$7,759 -7	\$7,772 +7	\$1,351 even	\$35,750 even
Mid. Atl.	1,696 -3	963 -11	4,402 even	44,775 even	6,417 +2	6,954 +2	44,641 +1	23,340 +3	6,790 +4	139,978 +1
E. N. Cen.	4,583 -2	758 -9	4,855 +18	56,341 even	5,520 -2	4,455 +5	33,228 -1	25,981 +7	5,039 +4	140,760 +1
W. N. Cen.	6,177 even	687 -5	1,949 +11	14,240 +7	2,679 even	1,907 +2	17,211 +2	11,373 +5	1,788 +2	58,011 +3
S. Atl.	2,636 +2	943 -4	3,881 +14	18,456 +2	3,239 +3	2,315 +6	13,467 +4	14,198 +7	2,397 +4	61,532 +5
E. S. Cen.	1,504 +8	611 -5	1,326 +24	7,418 +3	1,308 +2	794 +3	6,475 +3	5,788 +5	990 +5	26,214 +4
W. S. Cen.	2,783 +17	3,459 +4	2,477 +6	11,517 +8	2,552 +4	1,631 +12	10,000 +2	10,440 +11	1,752 +3	46,611 +7
Mount.	1,518 +3	1,065 +5	972 even	2,917 +7	1,102 +2	534 +7	3,348 +3	4,004 +5	723 +7	16,183 +4
Pacif.	2,730 +16	928 -1	2,664 -2	16,968 +9	2,823 +2	2,424 +6	13,149 +2	12,178 +7	3,016 +4	56,880 +6
U. S.	24,260 +3	9,448 -1	23,895 +8	186,300 +2	27,041 +1	22,777 +5	149,278 +1	115,074 +6	23,846 +4	581,919 +3

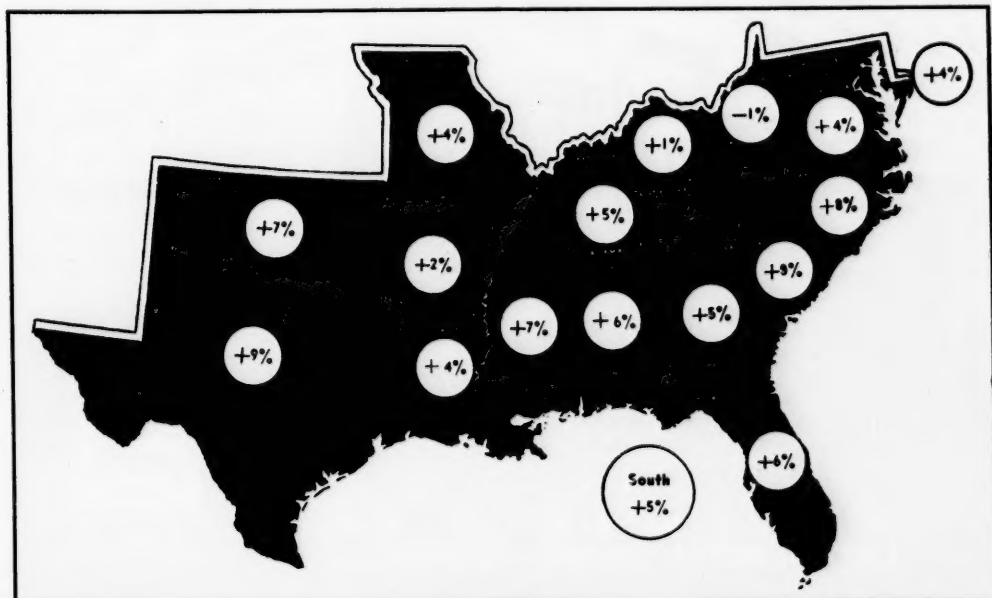




# SOUTHERN BUSINESS VOLUME

Business Volume by States (\$ Million)  
First 9 months 1952 with gain (or loss) over First 9 months 1951

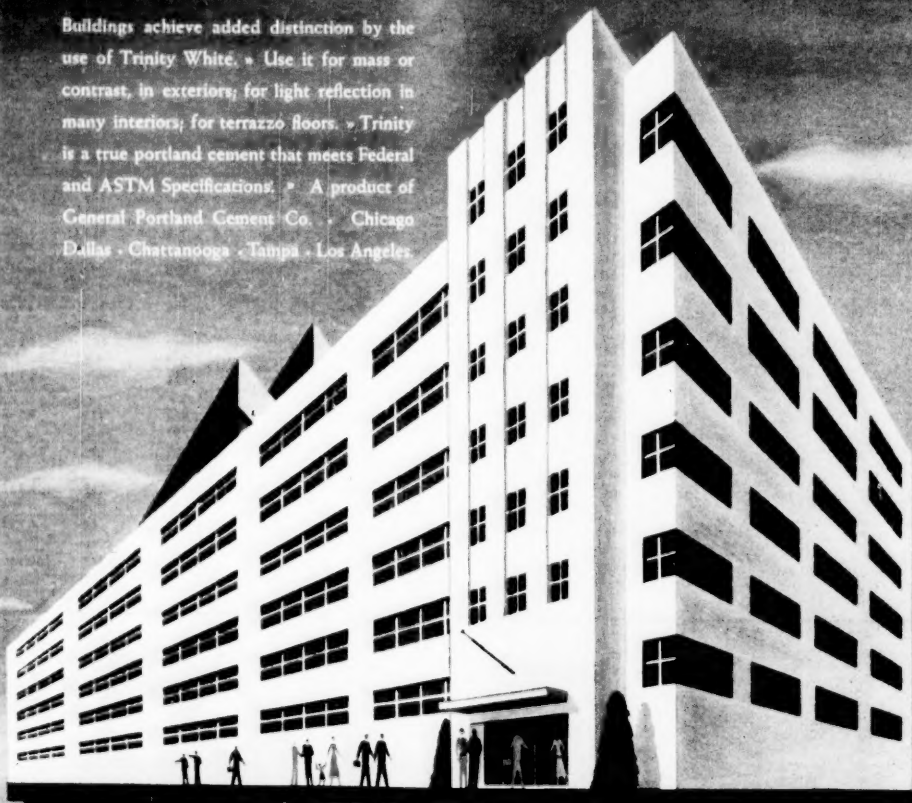
	Farm- ing	Min- ing	Con- struc- tion	Manu- factur- ing	Utili- ties	Fi- nance	Whole- sale Trade	Re- tail Trade	Service Trade	Busi- ness Volume
Ala.	\$ 335 +15%	\$ 101 -13%	\$ 363 +30%	\$2,083 +3%	\$ 365 +9%	\$ 234 +11%	\$1,298 +6%	\$1,414 +4%	\$ 254 +5%	\$6,447 +6%
Ark.	372 +14%	90 -3%	200 -5%	651 even	202 -2%	94 even	627 -3%	944 +5%	137 +6%	3,327 +2%
D. C.	—	—	208 -14%	176 +6%	209 +9%	277 even	1,159 +12%	1,248 +1%	250 +3%	3,527 +4%
Fla.	371 even	53 even	625 +8%	931 +14%	469 +6%	380 +4%	1,711 even	2,275 +9%	379 +7%	7,194 +6%
Ga.	557 +11%	26 even	446 -2%	2,875 +5%	464 +2%	337 +14%	2,665 +5%	1,879 +5%	387 +11%	9,636 +5%
Ky.	426 even	368 -1%	335 +40%	2,121 even	382 even	180 even	1,530 -3%	1,575 +2%	260 +7%	7,177 +1%
La.	266 +17%	588 +11%	442 +17%	2,160 +6%	545 +6%	260 +10%	1,542 -11%	1,641 +11%	242 -2%	7,686 +4%
Md.	223 -2%	13 +30%	528 +5%	2,915 +3%	470 even	384 +4%	1,922 +3%	1,932 +8%	323 +1%	8,710 +4%
Miss.	351 +18%	104 +9%	177 +14%	777 +7%	165 -7%	90 even	802 +8%	873 +5%	134 +8%	3,473 +7%
Mo.	787 -10%	81 +12%	561 +41%	4,333 +5%	830 even	654 +2%	5,866 +3%	3,160 +6%	646 +3%	16,918 +4%
N. C.	590 +4%	18 +20%	742 +41%	4,685 +2%	456 +2%	289 +9%	2,593 +13%	2,147 +11%	358 +2%	11,878 +8%
Okla.	585 +35%	426 even	299 -1%	1,249 +10%	320 even	225 +4%	1,356 +3%	1,469 +9%	282 +7%	6,211 +7%
S. C.	323 +6%	9 +10%	499 +72%	2,020 +2%	180 +4%	122 +19%	812 +10%	1,175 +5%	161 +5%	5,301 +9%
Tenn.	397 +8%	56 -5%	447 +12%	2,386 +3%	394 +2%	288 +2%	2,874 +4%	1,962 +11%	331 even	9,135 +5%
Tex.	1,544 +11%	2,395 +6%	1,536 +6%	7,493 +9%	1,484 +6%	1,054 +16%	6,509 +7%	6,402 +13%	1,100 +4%	29,517 +9%
Va.	359 -6%	109 even	554 +4%	3,162 +3%	555 +6%	336 +3%	1,612 +2%	2,111 +11%	339 +3%	9,137 +4%
W. Va.	134 +2%	716 -6%	165 even	1,302 -3%	347 even	118 even	754 -2%	1,137 +4%	164 even	4,837 -1%
South	7,620 +7%	5,153 +3%	8,127 +13%	41,329 +4%	7,837 +3%	5,322 +7%	35,632 +4%	33,344 +8%	5,747 +4%	150,111 +5%





# Trinity White PORTLAND CEMENT

Buildings achieve added distinction by the use of Trinity White. • Use it for mass or contrast, in exteriors; for light reflection in many interiors; for terrazzo floors. • Trinity is a true portland cement that meets Federal and ASTM Specifications. • A product of General Portland Cement Co. • Chicago • Dallas • Chattanooga • Tampa • Los Angeles.



*the whitest white cement...*



... as white  as snow

# NEW AND EXPANDING PLANTS

COMPILED FROM REPORTS PUBLISHED IN THE DAILY CONSTRUCTION BULLETIN

## SOUTH

**OLIN INDUSTRIES, Inc.**, East Alton, Ill., granted a certificate of necessity by Defense Production Administration, for \$170,000,000 aluminum plant; location not yet determined; will produce 110,000 tons of primary aluminum a year.

## ALABAMA

**BIRMINGHAM**—Cosby-Hodges Milling Co., Joe Sloan, Vice-Pres. in Charge of Production, \$1,200,000 feed mill, 16th St. North.

**BIRMINGHAM**—Hammond Iron Works, R. Y. Kopf, Warren, Pa., to establish plant on 20 acres acquired from Republic Steel Corp. on Avenue W. Ensley.

**BIRMINGHAM**—Southern Railway System plans transportation building repairs and remodeling.

**DECATUR**—Ingalls Shipbuilding Corp. to construct 210-foot refrigerated barge for use by Army Transportation Corps. Palmer & Baker, Inc., Mobile, Ala., Const. Engrs. and Naval Architects preparing construction drawings.

**DECATUR**—James L. Rankin & J. E. McClary plan office building, Horace M. Weaver & Co., 202½ Second Ave., Archts.

**FLORENCE**—Sunset Line & Twine Co. of Petaluma, Cal., plans opening plant to manufacture nylon fishing line and twine.

**GORGAN**—Alabama Power Co., Thomas W. Martin, Chairman, plans 150,000 k.w. plant with General Electric generating unit.

**MANLY**—Alabama By-Products Corp., Birmingham, plans opening a commercial coal mine, cost in excess of \$3,000,000.

**MONTGOMERY**—Western Railway of Alabama has DPA approval for railway transportation, \$254,616.

**PIEDMONT**—Lawtex Corp. plans factory addition, Wilmot C. Douglas, 2922 Seventh Ave., S., Birmingham, Archt.

**SYLACAUGA**—Morreel-Harrah Marble Co., \$11,560 office building, George P. Turner, American Life Bldg., Birmingham, Archt.

## ARKANSAS

**BAUXITE**—Aluminum Ore Co., subd. of Aluminum Co. of America, Allen B. Williams, Pres., plans \$5,000,000 addition to new Alumina works.

**LAKE VILLAGE**—Doyle Lloyd erecting rice dryer and seed cleaning plant.

**LITTLE ROCK**—Arkansas Foundry Co. plans \$152,000 office building at plant.

**LITTLE ROCK**—Ottenheimer Brothers, Inc., adding 10,000 sq. ft. addition for office and warehouse space.

**NASHVILLE**—Edward Lemon, Fremont, Ohio, and H. W. Barnard, Bradford, Pa., plan establishment of plant to manufacture steel shears.

**PINE BLUFF**—Arkansas Power & Light Co., \$450,000 plant service center, consisting of four concrete buildings and pole yard.

## FLORIDA

**RAY HARBOR ISLAND**—Couture Rental Agency (National Car Corp.), plan garage, L-17, B-12, Norman M. Giller, 1575 Washington Ave., Miami Beach, Archt.

**BENNIE**—Atlantic Coast Line Railroad Co. has DPA approval for railway transportation, \$87,500.

**FORT LAUDERDALE**—Lauderdale Turbine Products granted certificate of necessity by DPA for aircraft parts, \$24,691.

**LAKELAND**—Atlantic Coast Line Railroad Co. has DPA approval for railway transportation, \$33,788.

**MIAMI**—Belcher Oil Co. has DPA approval for petroleum storage facilities, \$31,150.

**MIAMI**—Consolidated Electric Supply, 1744 W. Flagler St., plan warehouse, A. Betschick, 5852 S. W. 3rd St., Archt.

**MIAMI**—Florida Power & Light Co., c/o F. G. Couton, Room 1034, Ingraham Bldg., \$41,201 meter shop and store room, Miami Gas Co., N. W. 17th St. & N. W. 1st Ave.

**MIAMI**—Riley-Milam, Inc., 27 W. Flagler St., \$38,000 warehouse addition, N. W. 4th St. & 2nd Ave.

**MIAMI**—Ruffe, Inc., \$132,700 manufacturing building, N. W. 37th Ave. & 77th St. Leroy K. Albert, 251 Alhambra Circle, Coral Gables, Archt.

**MIAMI SPRINGS**—Southern Bell Telephone & Telegraph Co., 36 N. E. 2nd St., Miami.

\$60,128 addition to commercial building, Canal and Nankoda St., Armistead & Saggus, 1314 Candler Bldg., Atlanta, Ga., Archt.

**NORTH MIAMI**—D. P. Brothers, Inc., auto sales and show room, 1815 N. E. 123rd St. Robert M. Little, 2180 Brickell Ave., Miami, Archt.

**NORTH MIAMI**—Ludman Corp., 2105 N. W. Miami Court, Miami, \$542,580 manufacturing building, 14100 Eiseyane Blvd., A. Herbert Mathes, 605 Lincoln Road Bldg., Miami Beach, Archt.

**PANAMA CITY**—Arizona Chemical Co. granted Certificate of Necessity by DPA for Alpha-Pinene, Beta-Pinene and Solvents, \$635,000.

**PANAMA CITY**—Gulf Power Co., Pensacola, service building and warehouse.

**SANFORD**—Atlantic Coast Line Railroad Co. plan station.

## New and Expanding Plants

Reported in November—188

Total For

First Eleven Months of 1952

2020

First Eleven Months of 1951

2163

**TALLAHASSEE**—City plans addition to St. Marks Power Plant, Reynolds, Smith & Hills, P. O. Box 481, 227 Park St., Jacksonville, Archts-Engrs.

**TAMPA**—Maas Brothers, J. A. Waterman, Pres., Franklin St., plan warehouse, Gandy Bldg.

## GEORGIA

**GEORGIA**—Nashville, Chattanooga & St. Louis Railway plans new bridge and raising grade at 70 mile post, Atlanta Division, \$113,000.

**GEORGIA**—Southern Newspaper Publishers' Association, Richard Lloyd Jones, Jr., Pres., Ochs Bldg., Chattanooga, Tenn., plan establishment of newspaper mill.

**ANDALUSIA**—Central of Georgia Railway Co. replacing open deck trestle, \$27,000.

**ARABI**—Georgia Southern and Florida Railway Co. has DPA approval for railway transportation, \$57,513.

**ATLANTA**—Montag Brothers, Inc., plant and office building, Moscovitz, Willner & Milkey, 761 Peachtree St., N. E., Archts.

**BURNSWICK**—Babcock & Wilcox Co. granted certificate of necessity by DPA for production of specialty components of power boilers, \$542,000.

**CHAMBLEE**—Eastman Kodak Co., Rochester, N. Y., propose \$2,000,000 plant, Peachtree Industrial Blvd.

**MACON**—Central of Georgia Railway Co. has DPA approval for railway transportation, \$196,700.

**MARIETTA**—Lockheed Aircraft Corp., electrical facilities for warehouses, \$53,467.

**MARIETTA**—Lockheed Aircraft Corp., alterations and additions to industrial waste system, \$99,891.

**MARIETTA**—Lockheed Aircraft Corp., steam distribution system, Bldgs. B-24 & B-25, \$399,522. Robert & Co., Atlanta, Archts.

**MILLEN**—Central of Georgia Railway Co. extending passing track, \$36,000.

**ROME**—Central of Georgia Railway Co. storage tracks for storage of cars to and from plants of Georgia Power Co. & Rome Kraft Co., \$77,000.

**SAVANNAH**—Associated Spinners, Inc., Ralph Tager, Treas., New York, N. Y., plans wool and synthetic combing facility, Savannah, being considered.

**SAVANNAH**—Central of Georgia Railway Co. reconstructing warehouse, \$610,000.

**SAVANNAH**—Central of Georgia Railway Co., rebuilding trestle approach to Oconee River Bridge, \$53,000.

**SAVANNAH**—Georgia Refrigerated Warehouses granted certificate of necessity by DPA for establishment of public refrigerated warehouses, \$1,168,068.

## KENTUCKY

**LOUISVILLE**—General Mills, Inc., Hanna Bldg., Cleveland, Ohio, new flour blending plant.

## LOUISIANA

**LOUISIANA**—Continental Pipe Line Company, subsidiary of Continental Oil Company, plans purchase of 27 mile, 4 inch, crude oil pipe line from Sunray Coastal Pipe Line Co.; line extending from Longville in Beauregard parish directly south to Lake Charles.

**LOUISIANA**—LaSalle Telephone Co., Inc., Jena, \$48,471 dial office buildings at Wisner, Tullos, Olla, Urania and Jena, J. H. Benton, Archt.

**LOUISIANA**—Missouri Pacific Lines, 204 Union Station, Houston, \$2,137,449 concrete trestle bet. Cordoba and Krotz Springs.

**ALEXANDRIA**—W. H. Hodges & Co., Inc., \$20,536 renovations to building, Lower Third St., Charles T. Roberts, 702 Guaranty Bank Bldg., Archt.

**AMITE**—N. Cefalu Co. starting work on factory.

**BATON ROUGE**—Copolymer Corp., \$62,490 warehouse building addition, Rodman & Murrell, 1175 Nicholson Drive, Archts.

**BATON ROUGE**—Evangeline Products System plans pipe line between Baton Rouge and Port Arthur, Tex.

**CHALMETTE**—Kaiser Engineers, Inc., Purchasing Agent, water treatment plant, Kaiser Aluminum Plant.

**CHALMETTE**—Kaiser Engineers, glazing all buildings of Step 2 (40 buildings); installing storm sewer, sanitary sewer and necessary misc. pipe work, Kaiser Aluminum Plant.

**NEW ORLEANS**—Fulton Bag & Cotton Mills, 320 Galienne St., plans 1-story factory.

**SHREVEPORT**—Southwestern Gas & Electric Co. plans \$8,000,000 electric power plant on Wallace Lake; part of \$33,000,000 program.

## MARYLAND

**BALTIMORE**—Baltimore and Annapolis Railroad proposes helicopter service to Friendship Airport, Annapolis, Ft. Meade and Washington.

**BALTIMORE**—Baltimore & Ohio R. R. propose \$45,505,000 issue of Equipment Trust Certificates, constituting first installment of total issue of \$10,005,000.

**BALTIMORE**—Baltimore & Ohio Railroad, \$1,241,290 superstructure on Bridge No. 3, carrying main tracks over Pennsylvania R. R. and Jones Falls; 77 per cent completed.

**BALTIMORE**—Board of Estimates approved and submitted to City Council an Ordinance authorizing sale of City waterfront property on Key Highway to Bethlehem Steel Co.

**MARYLAND**—Chesapeake & Potomac Telephone Co., Baltimore, plans \$2,811,000 improvement and expansion program in Maryland.

**BALTIMORE**—Cochrane Transportation Co., 1509 Ridgely St., freight terminal, Baltimore-Washington Highway, Westport.

**BALTIMORE**—Consolidated Gas Electric Light & Power Co., plans offering \$16,484,300 convertible debentures to common stockholders.

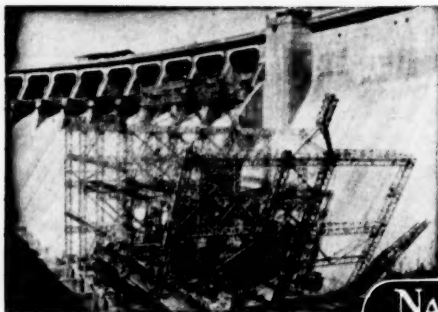
**BALTIMORE**—Esso Standard Oil Co., Boston & Dean Sts., to construct 4 pipe supports, \$20,000, on Clinton St., Highland Ave., Baylis St.—all South of Cardiff Ave.—and Cardiff Ave. bet. Highland Ave. & Baylis St.

**BALTIMORE**—The Govea Motor Co., Inc., \$30,000 service building addition, 5600 York Road, John Carroll Dunn, 717 Washington Place, Archt.

**BALTIMORE**—Marietta Concrete Corp., Marietta, Ohio, plans \$100,000 expansion program.

**BALTIMORE**—Maryland Jockey Club's Board of Directors, Maj. Gen. Milton A. Reckord, Pres. and others, approved general plans to start work next spring on a modern

(Continued on page 14)



THE Nashville Bridge Company will gladly quote on structural steel requirements anywhere in the South and South West. Our skill in the fabrication and erection of intricate steel structures is well known. We are particularly qualified to supply the Power Distributing Industries with transmission towers and switchyard structures—hot-dip galvanized after fabrication. Fabrication and erection of both steel and machinery for movable type bridges is a specialty. Look to Nashville for simple steel requirements as well as intricate structural jobs.

Plants and offices in Nashville, Tennessee and Bessemer, Alabama. We also own and operate the Bessemer Galvanizing Works—largest galvanizing plant in the South.



**NASHVILLE BRIDGE COMPANY**  
NASHVILLE, TENN. — BESSEMER, ALA.

## NEW AND EXPANDING PLANTS

(Continued from page 13)

ernization program at Pimlico Race Track; estimated costs between \$1,500,000 and \$2,500,000.

**BALTIMORE** — Park Circle Motor Co., \$203,100 display room and building, 3420-34 Reisterstown Road, Tyler, Ketchum & Myers, 513 Park Ave., Archt.

**BALTIMORE** — David Savadow, 4416 O'Donnell St., \$25,000 office and warehouse, 3801 Curtis Ave., David Harrison, 421 St. Paul St., Archt.

**BALTIMORE** — Summers Fertilizer Co., alterations to 6th floor, building 210 E. Redwood St.

**CAPITOL HEIGHTS** — Cummins-Hart Construction Co., 319 Wyndhurst Ave., Baltimore, has general contract for 10,000-sq. ft. storage and distributing center, Central Ave., 100 x 100 ft., will have masonry walls and corrugated asbestos roof and gables, Luria Engineering Co., 500 5th Ave., New York, N. Y., and Bethlehem, Pa., contract for structural frame.

**MIDDLE RIVER** — Glenn L. Martin Co., Plating Room, Plant 2, Building AA, Hanson, VanVinkle, Munning Co., Matawan, N. J., Archt.

### MISSISSIPPI

**BAY SPRINGS** — Bay Springs Telephone Co., Inc., rural telephone project, Miss. 506-A.

**INDIANOLA** — City plans manufacturing plant to be leased to Ludlow Manufacturing & Sales Co.

**OCEAN SPRINGS** — Ferson Optical Co., Inc., Washington Ave., \$66,200 industrial building, Landry & Matthes, 214 W. Pine St., Hattiesburg, Archt.

**TUPELO** — Gulf, Mobile & Ohio Railroad Co., has DPA approval for railway transportation, \$25,500.

### MISSOURI

**CAPE GIRARDEAU** — Marquette Cement Manufacturing Co., 20 N. Wacker Drive, Chicago, Ill., to increase annual clinker capacity by installation of equipment designed to

improve rock crushing and kiln burning efficiency.

**JOHNSON COUNTY** — Western Electric Co., Inc., Kansas City Distributing House, T. C. Morris, Mgr., 3433 Roanoke Road, Kansas City, plan new distributing house middle of 1953.

**KANSAS CITY** — Hallmark Greeting Card Co., \$6,000,000 plant, Welton Becket, Archt.

**ST. LOUIS** — General Cable Co., 5043 Farlin Ave., plan factory additions and alterations, P. John Hoener, 4606 Beck Ave., Archt.

**ST. LOUIS** — Great Lakes Carbon Corp., building 887-ft. long dock, part of modernization program at coke plant, Dravo Corp., Neville Island, Pittsburgh, Pa., has contract.

**ST. LOUIS** — Marquette Cement Mfg. Co., 20 N. Wacker Drive, Chicago, Ill., \$500,000 modernization of shipping plant.

**ST. LOUIS** — Monsanto Chemical Co. granted certificates of necessity for construction of new chemical facilities in St. Louis area, totaling \$28,595,650; includes \$18,415,000 for a plant to produce cortisone for which no construction plans have as yet been announced; \$4,880,650 certificate for new units to produce phthalic anhydride, construction underway; \$1,345,000 certificate for construction of facilities to make maleic anhydride, construction practically completed; \$1,900,000 certificate

for expansion of production of other chemicals in St. Louis; additional certificates received for addition of new manufacturing units here include \$135,000 for phydral F-9 and skydrol; \$310,000 for phthalyl chloride; and \$780,000 for tricresyl phosphate; these facilities now being built; a \$650,000 certificate granted for units to produce toluene, work not yet scheduled.

**ST. LOUIS** — Southwest Truck Body Co., 2701 S. Fourth St., \$39,000 manufacturing building, 2715 S. Fourth St.

**ST. LOUIS** — M. W. Voorhees, 7060 Etzel, \$20,000 truck terminal, 914 Brooklyn.

### NORTH CAROLINA

**CHARLOTTE** — Horne-Wilson, Inc., \$300,000 office and warehouse, J. A. Malcolm, Builders Bldg., Archt.

**CHARLOTTE** — Litora Realty Corp. plan \$64,000 service and office building for Singer Sewing Machine Co., Graves & Toy, Piedmont Bldg., Archt.

**CHARLOTTE** — Southern Dyestuff Corp. plans \$250,000 expenditure to increase plant capacity.

**CHARLOTTE** — Vinson Realty Co. plan office building for International Business Machine Corp., James A. Malcolm, Builders Bldg., Archt.

**HIGH POINT** — E. F. Goodrich Co., leased new warehouse building; office and display areas will be completely air-conditioned.

**KINSTON** — Pepsi-Cola Bottling Co. plans bottling plant, James W. Griffith, Jr., Greenville, Archt.

**LOWELL** — Southern Bell Telephone & Telegraph Co., telephone building, Armistead & Soggeus, Atlanta, Ga., Archt.

**SWANNANOA** — Oerlikon Tool & Arms Corp. of America, \$136,000 propellant pressing building No. 105, Six Associates, Inc., 1025 Hendersonville Road, Asheville, Archt.

**SWANNANOA** — Oerlikon Tool & Arms Corp. of America, heating and ventilating for Machine Tool & Repair Building No. 102, \$39,650; air-conditioning, \$13,950. Six Associates, Inc., 1025 Hendersonville Road, Asheville, Archt.

**TABOR CITY** — Tabor Manufacturing Co., Inc., shirt and pajama factory, Emerson Road.

**WILMINGTON** — Raney Chevrolet Co., \$137,383 additions and alterations to building, Leslie N. Boney, 120 S. Fifth St., Wilmington, Archt.

### OKLAHOMA

**OKLAHOMA CITY** — Continental Pipe Line Co. plans \$4,180,000 pipe line from Oklahoma City to Wichita Falls, Tex.

### SOUTH CAROLINA

**SOUTH CAROLINA** — Springs Cotton Mills, Elliott Springs, Pres., Lancaster, \$1,000,000 additional machinery installed in Eureka &

(Continued on page 65)

## TRINITY INDUSTRIAL DISTRICT



"Under the  
Skyline  
of Dallas"

the beautiful new home of

**EMERSON RADIO**

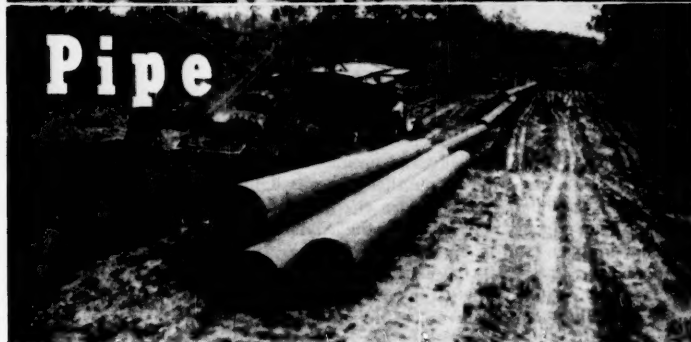
For information about property in the Trinity Industrial District consult your real estate broker or . . .

**INDUSTRIAL PROPERTIES CORPORATION • 401 Republic Bank Bldg. • RI-6552 • Dallas**

**More "Push"**



**More Pipe**



**More Natural Gas**

**For Southern Homes and Industries**

Powerful new compressors and many more miles of big steel pipe are now bringing increased supplies of this "perfect fuel" to Southern users.

Plans now before regulatory authorities and still on the drawing boards look forward to increasing deliveries of natural gas.

**SOUTHERN NATURAL GAS  
COMPANY**

**Watts Building**

**Birmingham, Ala.**

# LITTLE GRAINS OF SAND

*"Little drops of water, little grains of sand,  
Make the mighty ocean, and the pleasant land."*

**A Dead Duck.** It is certainly true that the price stabilization law is weak. It is weak because the Congress, which has far more intimate knowledge of the opinions of the folks back home than any federal executive, refused to make it strong. No overhauling of the controls statute which the people would now approve, or even tolerate, could possibly do the cause of economic stabilization any good. The volume of the country's agricultural and industrial production along with the good sense of the people themselves is fighting against the inflation peril more effectively than any government agency can, whatever the legal powers it might be given. And if the incoming Congress and President attack the primary cause of monetary inflation—the government's deficit financing—the agency controls will become even less useful and more obstructive than they are now.

**Let It Expire.** Whatever its merits during an all-out war or in the initial rapid build-up phases of a major defense effort, the Excess Profits Tax will unquestionably do more harm than good now that the build-up is tapering off. It should not be renewed following its termination date of June 30, 1953. This tax has no place in the American tax structure. It falls with special severity on small, new and expanding enterprises—the fundamental source of dynamism in the economy. It depletes funds needed for expansion by firms most likely to invest. As Secretary of Commerce Sawyer has pointed out, the Excess Profits Tax weakens incentives for economy and efficiency and discourages risk taking. It lessens the intensity and effectiveness of competition.

A strong competitive market is by far a better defense against long continuation of genuinely "excessive" profits than is any tax system. The Excess Profits Tax represents a peculiarly dangerous threat to the vigor of the competitive system and to the incentives for efficiency and risk taking, so necessary to economic progress and military strength.

It may be coincidence, but since the election, at least a dozen labor disputes, which had been dragging on for months, have been settled on reasonable terms.

**Cure For Socialized Medicine.** Among the inequities in the income tax law is one which has helped provide arguments for socialized medicine. Under the present law, a taxpayer cannot deduct medical expenses unless the costs are in excess of 5 per cent of the taxpayer's adjusted gross income. As an example, a man whose income taxes are figured on a gross income of \$3600 a year finds that during that year he has had to pay out \$190 in medical costs. The government will allow him to deduct \$10, and he must pay a tax on the \$180. Good use of the taxes on that \$180 could be made by any man whose adjusted gross income is \$3600 annually, and there are millions of taxpayers in that class.

President-elect Eisenhower is as much against the idea of socialized medicine as the Truman Administration was for it. But just being against it isn't enough. Positive treatment can cure the evils of socialized medicine's false appeal. One good way to combat it would be to allow all taxpayers to deduct all expenses attached to health.

## When Will We Learn?

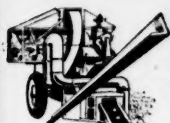
Because it doesn't seem to be costing anything, people—singly and in groups—have been trooping to the Federal Treasury for gifts and loans which will never be paid. Some politicians have looked upon this procedure as a perfectly legitimate way of getting votes; and many of us have gone merrily on, assum-

ing that the other fellow will pay the bill, when the truth of the matter is that the cost comes back to us at a rate compounded by the weakened value of our money.

It is a shame that, even today, many Americans have not yet learned that the only money the government has comes from the productive labor of the people of this country. If the government gives something, it is not free; it is simply paid for when the tax collector arrives, or when the forces of inflation take hold.

(Continued on page 22)





Merchant Bars  
(Farm Machinery, etc.)



Concrete  
Reinforcing Bars



Merchant Bars  
(Bed-Spring Frames,  
etc.)



Merchant Bar Stocks  
for Warehouses



Fence Posts, Highway  
Sign Posts



Cotton Ties



Barrel Hoops—  
Tobacco Hoops

# CONNORS *big* PLUS

**advantages at no extra cost**

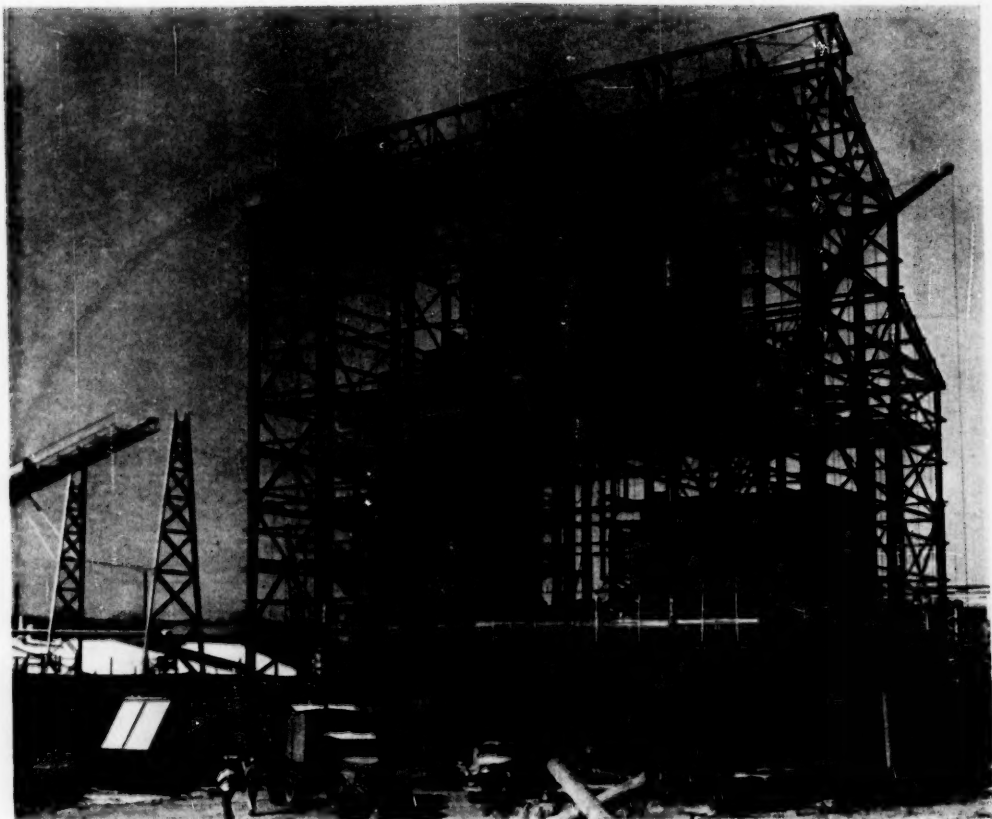
Each time you specify CONNORS Steel, you get a big "plus factor," without extra cost... That "plus factor" is CONNORS long-recognized good service... Simply stated, it's getting "what you want when you want it!"

When your production schedules  
are tight, specify CONNORS  
Steel with confidence...

## CONNORS STEEL COMPANY

DIVISION OF H. K. PORTER COMPANY, INC.

BIRMINGHAM, ALABAMA



*Phosphorus Furnace Building for  
Shea Chemical Co., Columbia, Tenn.*

## Again O'Neal builds for the Growing Chemical Industry in the South

The structural steel for the plant for SHEA was designed and fabricated completely by the O'NEAL organization. The tall and relatively narrow building was designed to permit setting the massive pieces of machinery at various levels and to give them ample support. The total steel furnished for the job was over 400 tons.

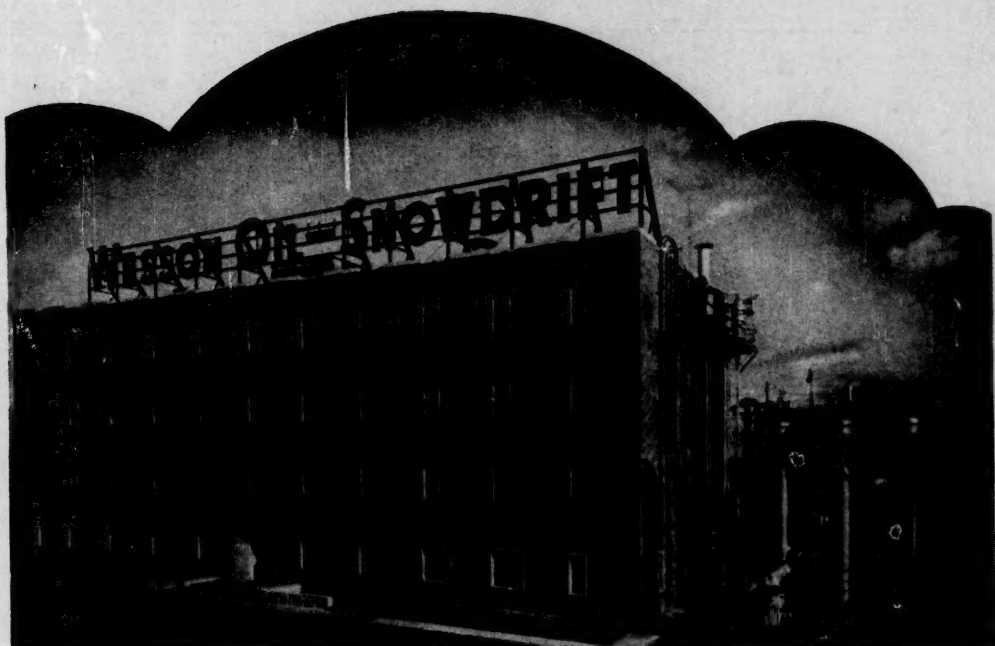
*Other plants have been built for: Monsanto Chemical Co.,  
Victor Chemical Co., International Minerals & Chemical Co.*

### **O'NEAL STEEL WORKS**

Birmingham 2, Ala.







## FINE FOODS COME FROM COTTONSEED

With its cottonseed mills throughout the South and refineries at Savannah, New Orleans, Memphis and Houston, the WESSON OIL & SNOWDRIFT COMPANY produce their fine vegetable salad oil—Wesson Oil—America's leading seller in its field.

In addition, their all-vegetable shortening, Snowdrift, is a favorite throughout its territory. The Company's annual sales of these and other products exceed \$175,000,000.

The Company operates 6 refineries, 63 crushing mills, 71 cotton gins, 24 fertilizer plants, 8 peanut shelling plants, 2 seafood canning plants, and 4 plants where products of the Blue Plate Foods line are manufactured. These latter include prepared dressings, jams

and jellies, peanut butter, margarine, coffee, sauces and similar items.

To keep pace with increased demand, the Company has under way a multi-million dollar building program. New refineries and shortening plants will provide for additional research, finer quality-control, and money-saving efficiency. Americans in every phase of distribution in the food field and millions of housewives benefit from Wesson's growth and progress.

Probably the greatest beneficiary of the Company's operations, however, is the cotton farmer. From once useless cottonseed that was dumped in rivers as waste and refuse from Southern cotton gins, the Wesson Oil & Snowdrift Company is making some of America's finest table delicacies and giving the cotton farmer a major source of income.

*This is another advertisement in the series published for more than 15 years by Equitable Securities Corporation featuring outstanding industrial and commercial concerns in the Southern states. Equitable will welcome opportunities to contribute to the further economic development of the South by supplying capital funds to sound enterprises.*

NASHVILLE  
DALLAS  
HOUSTON  
BIRMINGHAM  
NEW ORLEANS  
MEMPHIS

**EQUITABLE**  
Securities Corporation

NEW YORK  
HARTFORD  
PHILADELPHIA  
ATLANTA  
GREENSBORO  
JACKSON, MISS.

RALPH OWEN, President

322 UNION STREET. NASHVILLE 3

TWO WALL STREET. NEW YORK 8

**E**

**WANT  
TO  
SELL  
YOUR  
BUSINESS  
???**

If you want to sell your business, and if it's a large, well established company, we can probably help you.

As investment bankers, we have excellent connections with many of the nation's major industrial and commercial corporations. And we have cordial relationships with hundreds of individual investors.

Thus, we are in touch with the logical prospects—those with the money.

Because of our long experience in corporate finance, we can help you work out the type of transaction best suited to your particular requirements.

An exchange of stock may be most desirable, or the sale of your stock for cash may be indicated . . . There are many possibilities. It is important that you select the one best suited to your situation.

If the sale of your business should involve financing, we would be equipped to handle it. In the single year 1951, we participated as an underwriter in new corporate and municipal issues aggregating \$2,020,612,653. Our participation was \$81,072,738.

If you have a sound business for sale, we would like to talk to you—without obligation on your part. Just call any of our branch offices for further information, or 'phone us collect at LD-97 in Nashville to arrange an appointment.

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**EQUITABLE**  
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TWO WALL STREET, NEW YORK 5

# 258 SERVICE AWARDS

## ... sign of a better South!



RECENTLY, T. C. I. presented awards to employees who had completed 25, 30, 35, 40, 45, and 50 years of service. The 258 people who won these distinctions have completed a combined total of 7,795 years of steel-making experience.

Records of long service that are being achieved at T. C. I. and in other southern industrial plants indicate the profound change that has taken place in the South in one generation. The South has developed its own group of skilled industrial craftsmen who are constantly learning to do better work more efficiently. At T. C. I. the rapid development

of skilled workers has resulted not only in the production of more steel for the South, but also in the production of better, more uniform, higher quality steel.

This development of industrial craftsmanship parallels the advance in farming practices and techniques that has revitalized southern agriculture. Southern leaders agree that the prosperity of the South is a result of this twin growth, and that further progress for Southerners depends on the maintenance of a natural balance between these two powerful economic forces.

### U-S S STEEL PRODUCTS MADE OR DISTRIBUTED BY T.C.I. INCLUDE:

- Rolled, forged and drawn steel products.
- Structural shapes, plates, bars, small shapes, agricultural shapes, tool steel, strip, floor plate, cotton ties.
- Steel sheet piling and H-bearing piles, bridge flooring.
- Concrete reinforcing bars, reinforcing mesh.
- Black, galvanized and special finish sheets.
- Rails, track accessories, wheels, axles, forgings.
- Wire and wire products, including woven wire fencing, barbed wire, bale ties, nails.
- Wire rope.
- Electrical wires and cables.
- U-S S High Strength Steels and U-S S Abrasion-Resisting Steels.
- U-S S Stainless Steel.
- Ground Open Hearth Basic Slag.

### TENNESSEE COAL & IRON DIVISION

UNITED STATES STEEL COMPANY, GENERAL OFFICES: FAIRFIELD, ALABAMA

DISTRICT OFFICES: CHARLOTTE • FAIRFIELD • HOUSTON • JACKSONVILLE • MEMPHIS • NEW ORLEANS • TULSA

UNITED STATES STEEL EXPORT COMPANY, NEW YORK



## UNITED STATES STEEL



**TANKS**  
and vessels  
that are  
**CORRECT**  
in design

● Whatever your needs in pressure vessels—gas storage tanks, pressure spheres, creosoting cylinders, bubble towers, gas scrubbers, etc.—you can depend on Cole for tanks that are correct in design and permanently leakproof at the welded or riveted joints.

We also design and fabricate elevated tanks, acid tanks, dye vats, digestors, standpipes, storage tanks, etc.

Write for latest Cole catalog—"Tank Talk."

Established 1854

**COLE**

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NEWNAN, GEORGIA

MFG. CO.

ELEVATED TANKS • VESSELS • CYLINDERS  
TOWERS • BINS • STANDPIPES



*Provides the last  
word in property  
control . . .*

- American retrospective appraisals establish unit property records with individual costs, depreciation reserves and provisions — Kept up to date, they are the last word in property control.

*The* **AMERICAN  
APPRAISAL**



*Company*

*Over Fifty Years of Service*

OFFICES IN PRINCIPAL CITIES

## LITTLE GRAINS OF SAND

(Continued from page 16)

**A Balanced Budget.** The roots of National strength lie in a balanced budget, not in an ever-increasing debt. The best way in which our nation can serve the cause of freedom in the world is to remain strong itself, and the only way it can remain strong is to make sure that it is economically sound. It is absolutely certain that if our economy is destroyed, our way of life will go along with it.

The lame duck administration, not knowing what else to do, probably will submit a budget before it leaves office entailing a deficit of ten to fifteen billion dollars. If the new administration and the new Congress do not adopt as their number one objective the wiping out of this budgetary deficit, then they will have accepted office under false pretenses and will have betrayed their trust before they get started. Let's hope they will be faithful to their trust.

**Return to Gold.** No Congress since 1934 has had the will to insure the country against the fatal end results of a rotting currency. The party in power has chosen to maintain its inconvertible paper money and its means of manufacturing more for the sake of its freedom to spend the public funds. The opposition has bleated against government extravagance but as a party has been afraid to back the one sure means of checking it, namely, a return to gold convertibility.

One can argue that Congress could, if it would, reassert its constitutional authority to hold the government's purse strings without resorting to gold convertibility. Its practice of a vigorous economy in public expenditure would indeed check the depreciation of the dollar and lessen the need of a return to gold. But so long as non-convertibility permits the manufacture of dollars—as was done in June by selling government obligations to the banks—there will be no effective checkrein on the politician's impulse to "spend and elect," an impulse which can motivate any party in power.

**Smear?** Under our law a man cannot be forced to testify against himself. An accused man is presumed to be innocent until he is proved guilty. These are very good principles which long experience has proved necessary for the complete protection of the individual. But note that they apply to a man accused of a crime.

Generally speaking people called before inquiry commissions do not stand in the same position as a person called before a court of justice to stand trial for a felony. These people occupy quite another position. They are usually public officials and the fact that they are public officials puts them in a position analogous to that of a trustee who can be called upon for an accounting at any time for good reason or no reason at all. If such a one fails to answer, things begin to happen to him, and if he should refuse to answer because the answer might "incriminate" him, things happen to him very fast indeed.

(Continued on page 26)

unit or a complete system  
**TO SPEED**  
**PRODUCTION**  
 around the clock



BUCKET ELEVATORS



BELT  
CONVEYORS

SPIRAL  
CONVEYORS

FEEDERS



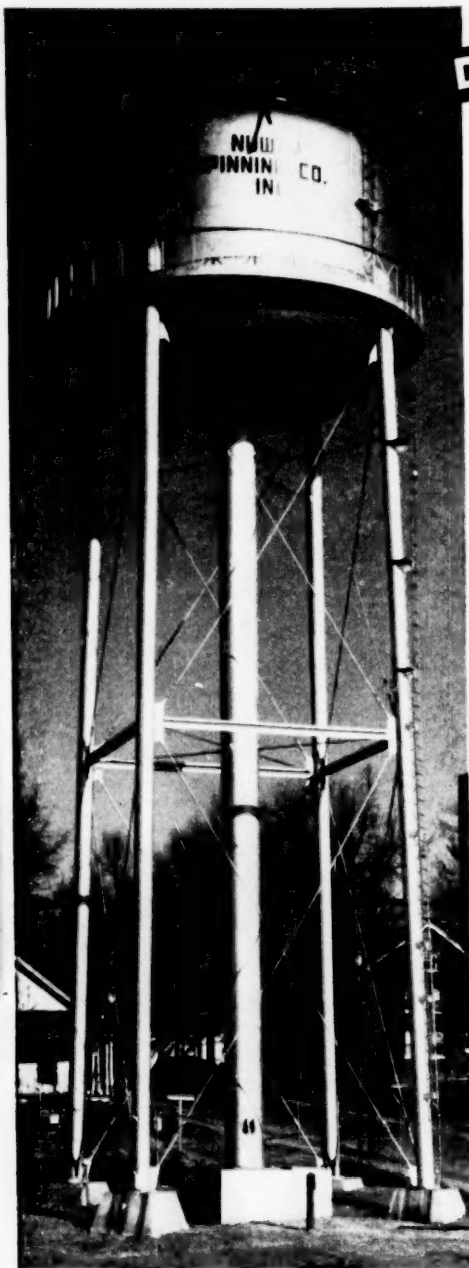
Efficient, fast, low-cost production (24-hour service if need be) calls for adapting the right unit or units to each individual job. Since Jeffrey builds so many kinds of handling devices, isn't it logical to rely upon the recommendations of our Engineers?

Whether it's conveying, elevating, feeding, drying, cooling, crushing or pulverizing, packing or transmitting power... Jeffrey can provide the right unit—or complete system—with a working knowledge based on 75 years of experience and scores of installations. What is your materials-handling or processing problem?



# JEFFREY





**DEPENDABLE**

**FIRE**

**PROTECTION**



The success of a fire protection system in an industrial plant is measured by its performance — its ability to quench flames before they have a chance to gain headway.

A Horton elevated water tank and an automatic sprinkler system can provide your plant with 24-hour-a-day fire protection. The tank holds a reserve of water above your property, ready to flow the instant it is needed. There is little chance of mechanical failure. When a fire breaks out, heat from the flames opens one or more sprinkler heads. Water is sprayed directly on the area where the fire started.

The Nuway Spinning Company of Cherryville, N. C. recognized the importance of dependable fire protection and a dependable supply of water. They installed the 75,000-gallon Horton elevated water tank shown at the left and an automatic sprinkler system. With these adequate facilities for putting out fires, they are protected against costly damage.

Fire can be very costly! Many industrial plants do not carry sufficient insurance. Even those that do, face the possibility of being forced to shut down for a period because of fire. The results are lost profits, customers and even employees.

When planning a fire protection system for your plant, carefully check the advantages offered by a Horton elevated tank. Ellipsoidal-bottom elevated water tanks, such as the one shown here, are available in standard capacities from 15,000 to 500,000 gallons. Write our nearest office for complete details.

*Left: 75,000-gal. Horton ellipsoidal-bottom elevated water tank located at the Nuway Spinning Company mill in Cherryville, N. C.*

## CHICAGO BRIDGE & IRON COMPANY

Atlanta 3 ..... 2145 Healey Bldg.  
Birmingham 1 ..... 1530 North Fifth St.  
Boston 10 ..... 1020—201 Devonshire St.  
Chicago 4 ..... 2104 McCormick Bldg.  
Cleveland 15 ..... 2214 Guildhall Bldg.

Detroit 26 ..... 1510 Lafayette Bldg.  
Havana ..... 402 Abreu Bldg.  
Houston 2 ..... 2114 C & I Life Bldg.  
Los Angeles 17 ..... 1517 General Petroleum Bldg.  
New York 6 ..... 3315—165 Broadway Bldg.

Philadelphia 3 ..... 1619—1700 Walnut Street Bldg.  
San Francisco 4 ..... 1540—200 Bush St.  
Seattle 1 ..... 1320 Henry Bldg.  
Tulsa 2 ..... 1611 Hunt Bldg.  
Washington 6, D. C. ..... 1144 Cefrutz Bldg.

PLANTS IN BIRMINGHAM, CHICAGO, SALT LAKE CITY AND GREENVILLE, PENNSYLVANIA



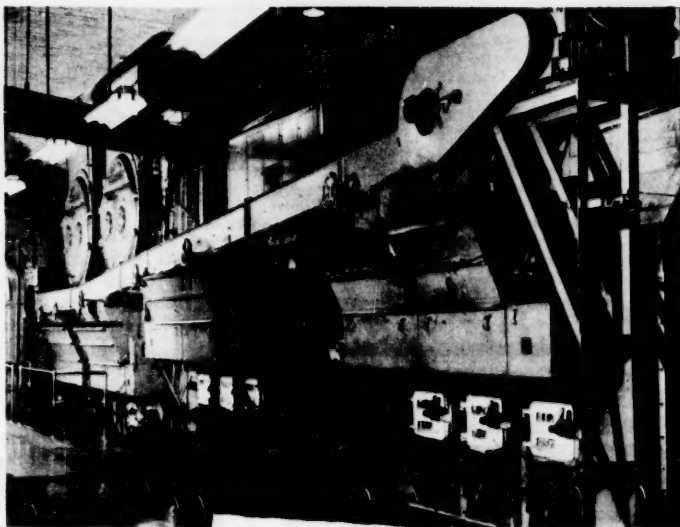
# "WE SAVE MORE THAN \$50,000 A YEAR —BY BURNING COAL THE MODERN WAY!"



**"MODERNIZING OUR COAL INSTALLATION CUT OUR  
FUEL CONSUMPTION 21.4% ... LABOR COSTS 60%!"**

says Oliver Moses, 3rd, President, Worumbo Manufacturing  
Company, Lisbon Falls, Maine—makers of WORUMBO FABRICS.

This modernized steam plant will pay for itself in 3 years! The two new boilers shown on the right now carry the complete plant load. They replaced five boilers of the type shown on the extreme left—two of which are still in standby service. The new equipment saves Worumbo nearly 30¢ on every thousand pounds of steam. Automatic, dustless coal and ash handling has helped cut weekly labor costs from \$606 to \$242! The new plant has a 20% greater capacity—burns 150 fewer tons of coal each month.



Today coal can give you more steam per dollar than ever before. With modern combustion equipment, you can get anywhere from 10 to 40% more power from a ton of coal than was possible a few years ago. And with up-to-date automatic coal- and ash-handling systems you can cut labor costs to a minimum.

Building a new plant? Planning to modernize? Then, get the advice of a consulting engineer! He'll show you the way to big savings—burning coal in a modern plant designed to meet your specific needs.

Powering your plant with coal makes good sense for the future, too. Coal is the only fuel with really abundant reserves—enough to last for centuries. And this coal is supplied by the world's most efficient and productive coal industry. That's why coal is the only fuel that can offer dependable future supply and greater relative price stability.

**If you operate a steam plant, you can't afford to ignore these facts!**

- COAL** is in most places is today's lowest-cost fuel.
- COAL** resources in America are adequate for all needs—for hundreds of years to come.
- COAL** production in the U.S.A. is highly mechanized and by far the most efficient in the world.
- COAL** prices will therefore remain the most stable of all fuels.
- COAL** is the safest fuel to store and use.
- COAL** is the fuel that industry counts on more and more—for with modern combustion and handling equipment, the inherent advantages of well-prepared coal net even bigger savings.

## **BITUMINOUS COAL INSTITUTE**

A Department of National Coal Association, Washington, D. C.

FOR HIGH EFFICIENCY  FOR LOW COST

# **YOU CAN COUNT ON COAL!**





## THE ANSWER TO YOUR ROOFING PROBLEMS

Here's a ready source of tested built-up roofing specifications to meet every need. Ruberoid makes every type of built-up roof — Smooth-Surfaced Asbestos, Coal Tar Pitch with gravel or slag surfacing, and smooth or gravel-and-slag surfaced Asphalt. You'll find them all in this handy booklet.

A leader in the built-up roofing field for almost 60 years, Ruberoid can supply you with materials and specifications for any roofing condition through Ruberoid

Approved Roofers. You are assured of efficient, economical service because Ruberoid Roofers are not prejudiced in favor of any one type.

Equipment and merchandise need the lasting protection that always comes in a Ruberoid Bonded Roof. Costly losses might be avoided by giving your roofing a thorough check-up now. Write for Ruberoid's free Built-Up Roofing Specification Book and Roof Selector. The Ruberoid Co., 500 Fifth Avenue, New York 36, N. Y.

**The RUBEROID Co.**

**ASPHALT AND ASBESTOS BUILDING MATERIALS**

**CREOSOTED**  
Piling, Poles, Lumber, Cross Arms,  
Cross Ties  
Also Wolmanized Lumber  
Decay and Termite Proof—Can Be Painted  
Decks for Ocean Vessels

**American Creosote Works, Inc.**  
New Orleans, La.  
**Atlantic Creosoting Co., Inc.**  
Norfolk, Savannah, New York  
Plant: St. New Orleans; W. Field, La.; Louisville, Miss.;  
Norfolk, Va.; Jackson, Tenn.; and Norfolk, Va.

## LITTLE GRAINS OF SAND

(Continued from page 22)

... **Which Governs Least.** The maximum flow of creative human energy and the utmost in voluntary co-operation among individual free men are called forth only when government is limited to the equal protection of the inherent rights of free and responsible human beings. To the extent that this basic principle of a free society is implemented and safeguarded within a nation, the people of that nation will achieve balanced development and growth. Most of our so-called reform laws violate this basic principle in that they penalize the producer and reward the "free rider" who consumes more than he produces. Thus the flow of creative human energy is increasingly restrained as "liberal" laws authorize more and more unearned withdrawals from the stream of goods and services provided by the producers.

**New Price Index.** Beginning with its index for the month of January 1953, the Bureau of Labor Statistics of the U. S. Department of Labor will use a Revised Consumers' Price Index for its monthly "cost-of-living" reports. The Revised Index will be based on the average of the years 1947-49 equal 100, instead of the years 1935-39 equal 100 which formed the base of the old index.

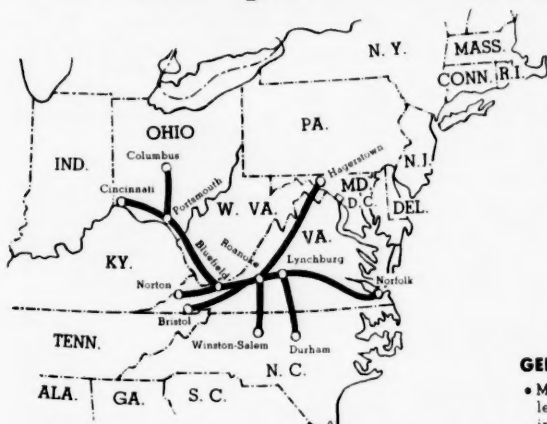
The new index will not only rest on a new base period, but will also reflect a 40 per cent increase in the number of consumer items whose prices are used in computing the index.—items which have now moved into the category of necessities because of wide usage and should therefore be included to more truly reflect modern buying habits and standards of living. The Revised Index will also be based upon prices and rents from 46 cities, including a balanced representation, for the first time, of medium-sized and small cities. The index will be representative of all urban places, ranging in size from New York City down to towns of 2,500 population.

**Chemical Warfare.** The struggle between natural and synthetic products in industry and in the home continues to intensify. The inroads made by margarine on the butter market continue unchecked. At the present rate of gain for the former it is estimated that the country will be eating more margarine than butter in about two years. Synthetic fibers also are expanding. In the first six months of 1952, over 40% of all floor coverings produced were woven from combinations of wool and rayon or acetate; in 1951 the figure was only 26%. In like manner, sales of soap in the first half of the year were off 14% from the like 1951 period, while sales of detergents rose 17%. Production of natural rubber declined 13% from a year ago, while output of synthetic rubber advanced 5%. A new frozen dessert made from vegetable oil rather than milk has cut into ice cream sales in Texas, where it has been introduced while everywhere else sales of ice cream are advancing.

**FOR  
SALE  
THIS  
EXTENSIVE  
ACREAGE**



**... for your future plant ...**



The manufacturing company that locates a plant on this excellent industrial property will have as its neighbors well-known and successful manufacturers — yet this is **NOT** a crowded area. No plants "jammed" against each other — no concentration.

This valuable industrial acreage is located in a town of friendly, alert people — where life is good. There are many fine schools, private and public, including an excellent educational college. Less than half an hour's driving distance of a major city.

Located in a broad, beautiful valley, surrounded by rolling hills and mountains, with a wealth of natural grandeur. Excellent recreational facilities, including fine clubs.

Ready access by rail and highway to the great national markets — and to world markets through the year-round, ice-free Port of Norfolk on famed Hampton Roads. This ideal industrial property is within 500 miles of most major markets east of the Mississippi.

This excellent plant site can be purchased at a price established to encourage industry. It is virtually custom-made for manufacturing. General characteristics of the property are described in this ad. For further details, telephone or write —

**INDUSTRIAL & AGRICULTURAL DEPT.,  
DRAWER B-526 (Phone 4-1451),  
NORFOLK AND WESTERN RAILWAY,  
ROANOKE, VIRGINIA.**

*All inquiries treated in confidence, and handled promptly.*

**GENERAL CHARACTERISTICS OF THIS PROPERTY:**

- Many acres of practically level land, ideally suited for industrial use and zoned for industry.
- Located directly along the Norfolk and Western's main line in a town with a primary and secondary labor market totaling 250,000.
- All municipal facilities — water, sewers, paved streets, electric power, natural gas, rail and highway transportation conveniently available.
- Efficient municipal government and reasonable tax rates in a town hospitable to industry.
- **LOCATED IN A PROVEN BUT UNCROWDED INDUSTRIAL AREA**
- Situated within comparatively short hauls of an abundant source of the world's finest bituminous Coal.
- Good climate—no extremes in temperature, moisture or aridity. (Average annual mean temperature — 56.6 degrees).

**Norfolk and Western  
RAILWAY**



## "They never missed an issue!"

*"Just look at that mess!"*

"That's what a fire, a few axes and a couple tons of water can do to a place. But you've got to give Editor Grimes and the boys a lot of credit . . . they didn't miss an edition, fire or no fire.

"They're over in their new home now . . . still printing the news, telling the truth and fighting for the people's rights like they've been doing for the last forty-two years.

"Y'know, when I look at that boarded-up door, the broken windows and the 'closed' sign, it reminds me of how newspapers in some other countries get closed down . . . for keeps . . . by governments that hate the idea of free press . . . that can't take criticism . . . that don't believe in free speech.

"Well, that's what happens when government of, by and for the people becomes government of, by and for the government! It's 'Good-bye, Freedom' then . . . and with it go Free Worship, Free Elections, Free Enterprise . . . all those Freedoms that make you glad you're a citizen of *this* country instead of a socialistic or communistic one.

"Praise the Lord, we're still a free people over here. We can still choose our own churches, our own friends, our own jobs (like mine at Republic) and our own political parties. We can praise our government for wise decisions or criticize it for reckless spending of taxpayers' hard-earned dollars . . . without fear of secret police or concentration camps.

"But . . . let's not get careless about it. After all, the people in those dictator-plagued countries used to enjoy a lot of these Freedoms. Unfortunately, some of them got careless and handed over their rights, one by one, to governments which promised to 'take care of them.'

"Me . . . I'll take my Freedoms with no 'hand-out' strings attached. How about you, Friend?"

## REPUBLIC STEEL

Republic Building • Cleveland 1, Ohio

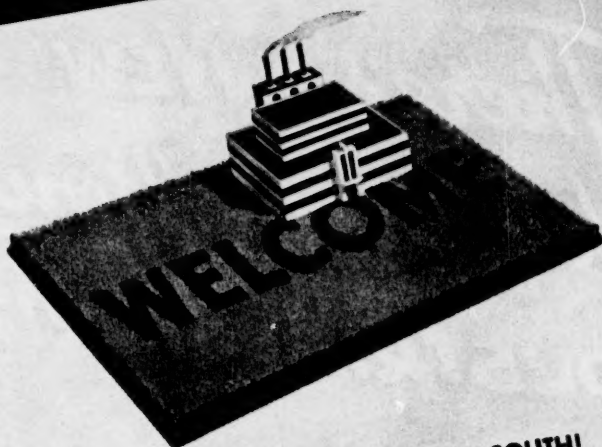


**Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free . . .** an America whose people, farms, homes and businesses are all enriched by the chemist's magic. And, through the Chemical Industry, Republic serves America. Many tons of carbon, alloy and, especially, stainless steels . . . much of it from Republic's mills . . . are needed each year for chemical vats, work tables, acid tanks, centrifuges, ventilation ducts, autoclaves, tubing and countless other types of steel equipment by which steel, through chemistry, helps tap Nature's untold wealth of better living for all America.

\* \* \*

*For a full color reprint of this advertisement, write Dept. J, Republic Steel, Cleveland 1, Ohio.*





## Waiting for you ... in the SOUTH!

THIS "WELCOME MAT" awaiting industries here  
In the South is made of many things—

It is made of rich natural resources and advantages, adequate power and fuel, and dependable, efficient transportation facilities—

It is made of competent, efficient, willing-to-work manpower, and large and fast-expanding consumer markets, eager and able to buy manufactured products of every kind—

Above all, it is made of the warm friendliness that welcomes new neighbors with the traditional hospitality of the South.

"Look Ahead—Look South!"

*Harry A. Ogden*  
President



**SOUTHERN**  
RAILWAY SYSTEM  
WASHINGTON, D. C.

The Southern Serves the South

Through advertisements like the one above, placed in national magazines and financial newspapers, the Southern Railway System regularly invites industries to "Look Ahead — Look South" for greater opportunity. And every new factory that "comes South" means more jobs . . . more business for local merchants . . . more dollars to spread across Dixie and into our homes — and more traffic for the Southern.



# *There's a New skyline on Your* **INDUSTRIAL HORIZON**

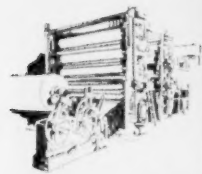
Investigate the advantages of moving your business into a new and growing industrial center which offers a host of opportunities to any businessman. Learn about this new frontier which is attracting a large number of industrialists because of its wonderful climate, excellent living and working conditions, recreational advantages and manufacturing potentialities. Adequate rail, truck, air and water transportation . . . plenty of electrical power . . . modern water systems . . . growing network of roads and highways.

For complete and detailed information on industrial advantages of this community, write to the — — —

CHAMBER of COMMERCE

## **WEST PALM BEACH, FLORIDA**

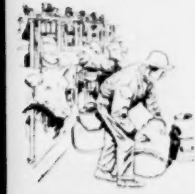
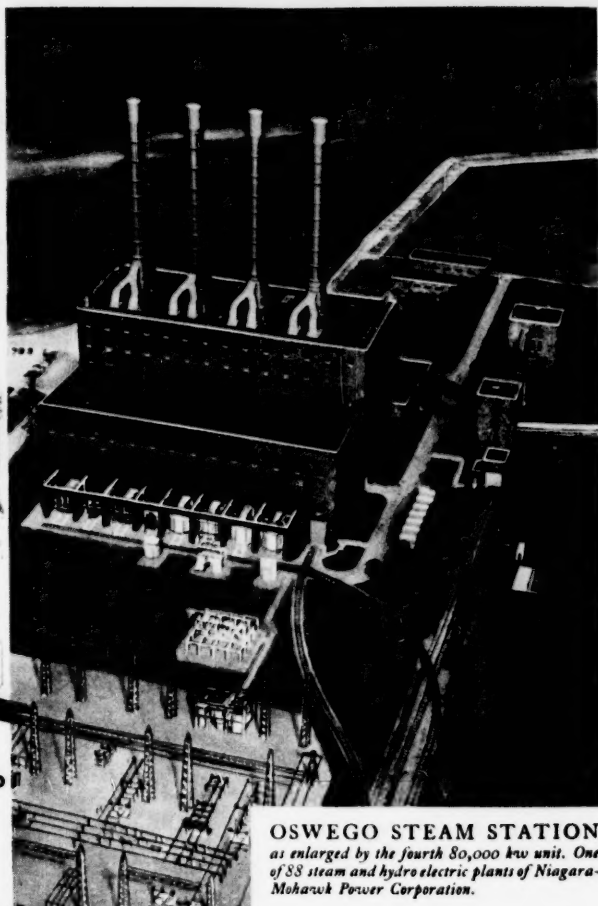




NIAGARA FALLS

BUFFALO

DUNKIRK



SCHENECTADY

ALBANY

**OSWEGO STEAM STATION**  
*as enlarged by the fourth 80,000 kw unit. One of 88 steam and hydro electric plants of Niagara-Mohawk Power Corporation.*

## PRIVATE ENTERPRISE *In Action...*

The Niagara-Mohawk Power Corporation has 7000 circuit-miles of transmission lines and 85,000 conductor-miles of distribution lines in upper New York state. Its entire system has a rated capacity of 2,186,451 kw with 600,000 kw now under construction.

A current example of their enterprise is the Oswego Steam station, designed by their engineering department with construction supervision by Stone & Webster Engineering Corporation.

The benefits of competent business management of a privately-owned utility are again demonstrated by the Niagara-Mohawk system.



**STONE & WEBSTER ENGINEERING CORPORATION**

A SUBSIDIARY of STONE & WEBSTER, INC.

DECEMBER NINETEEN FIFTY-TWO

... A GOOD PLACE TO  
WORK AND LIVE .....



ALABAMA

*For detailed facts write*

INDUSTRIAL DEVELOPMENT DIVISION

*Alabama Power Company*

Birmingham 2, Alabama



# World's largest double-leaf swing type bridge fabricated and erected by **AMERICAN BRIDGE**



**AMERICAN BRIDGE**

*congratulates the  
**ASCE**  
on 100 years of  
constructive service*



**T**HE George P. Coleman Memorial Bridge spanning the deep, swift York River between historic Yorktown and Gloucester Point, Virginia, is another engineering and construction triumph for American Bridge.

Resting on 220-ft. concrete piers extending 60-ft. above the water, this 3,750-ft. structure with its tandem swing spans is the largest bridge of its type in the world.

The superstructure, which is a combination of cantilever arms, deck plate girders, and suspended deck truss spans, has the extraordinary distinction of having two 500-ft. swing spans, each weighing 1,300 tons! Pivoting horizontally on piers 44-ft. in diameter, these unique spans swing open 90 degrees simultaneously to provide a 450-ft. freeway for the ample passage of even the largest U. S. fighting vessels.

The swing spans fabricated in the Roanoke, Virginia shops of American Bridge were erected in the open position. So well were all the phases of the work performed that when the bridge was closed, the three connecting points fitted together perfectly—again demonstrating the dependability of American Bridge construction.

## **INTERESTING FACTS**

Total Length of Bridge	3,750	Weight of Each Swing Span	1,300 tons
Length of Each Swing Span	500	Weight of Steel Superstructure	10,720,000 lbs.
	Number of Shipping Pieces	5027	178 carloads

Owner: State of Virginia, State Highway Dept.  
Engineers: Parsons, Brinkerhoff, Hall and Macdonald, New York  
Substructure Contractors: Massman Construction Co., Kansas City Bridge Company, Kansas City, Mo.  
Concrete Subcontractor: W. F. Magann Corp., Portsmouth, Va.  
Superstructure Steel and Steel Bridge Decking: American Bridge Division, United States Steel Company

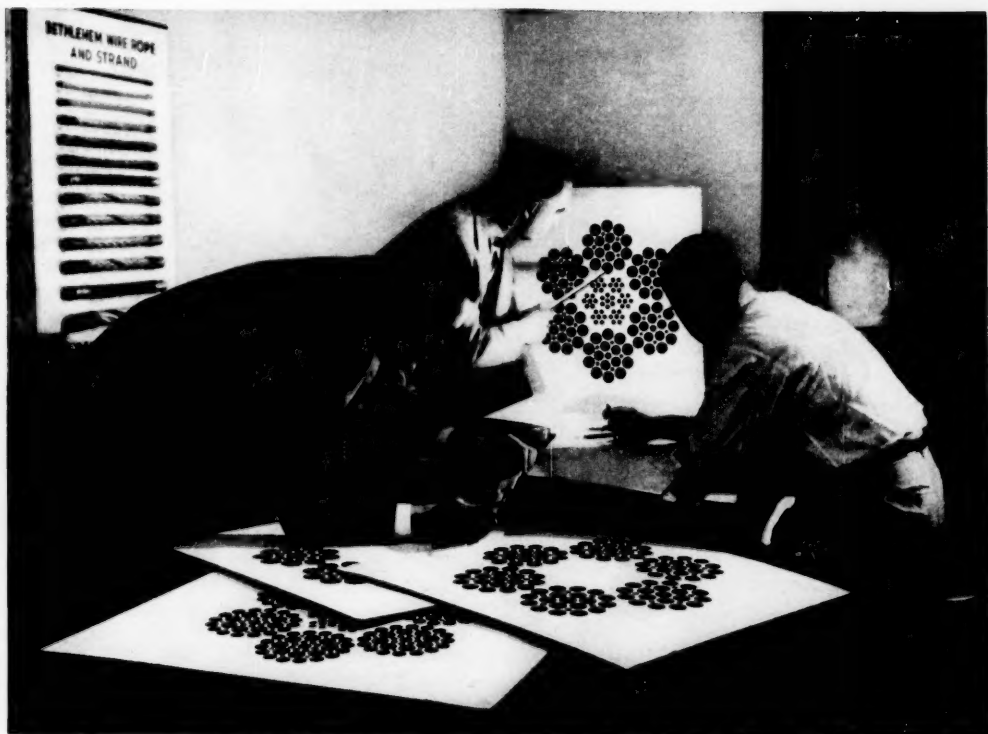
**AMERICAN BRIDGE DIVISION, UNITED STATES STEEL COMPANY**  
**GENERAL OFFICES: 525 WILLIAM PENN PLACE, PITTSBURGH, PA.**

Contracting Offices in: AMBRIDGE • ATLANTA • BALTIMORE • BIRMINGHAM • BOSTON • CHICAGO  
CINCINNATI • CLEVELAND • DALLAS • DENVER • DETROIT • DULUTH • ELMIRA • GARY • MEMPHIS  
MINNEAPOLIS • NEW YORK • PHILADELPHIA • PITTSBURGH • PORTLAND, ORE. • ROANOKE  
ST. LOUIS • SAN FRANCISCO • TRENTON UNITED STATES STEEL EXPORT COMPANY, NEW YORK

# **AMERICAN BRIDGE**



UNITED STATES STEEL



Much of the durability of Bethlehem wire rope can be traced back to the engineer and the drawing-board.

## So that your Wire Rope will serve you well

These engineers are engaged in a typical discussion of the product they live with—Bethlehem wire rope. They know the tremendous importance of good design, good engineering . . . and they will spend many hours, sometimes days, over a seemingly small point that they feel will improve the quality of Bethlehem rope.

The making of wire rope is more than a matter of drawing wire and laying wires and strands into intricate patterns. Wire rope starts in the minds of engineers, and at Bethlehem these minds are busy ones. When you rig with Bethlehem rope, you can be sure

that the rope has been well designed, well engineered . . . and that every subsequent step has received the same degree of care.

This care pays off on the job, where Bethlehem rope will serve you well. You can depend upon every foot, every inch of it, no matter how tough the going.

**BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.**

*On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation. Export Distributor: Bethlehem Steel Export Corporation*

**When you think WIRE ROPE**

**. . . think BETHLEHEM**





*"What Enriches the South Enriches the Nation"*

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## The Job Ahead

Next month a New Year begins and with it a new Federal administration supported by a Congress friendly to it. This should and, we believe, will bring about a complete change in the moral and philosophical climate in Washington.

A thorough housecleaning of the vermin who have afflicted us should clear the air of the political stench which, unfortunately, has become commonplace. This long delayed purge is absolutely necessary if our faith in the integrity of our government is to be revived, and our belief that federal office holders are trustworthy public servants is to be restored.

When the "rascals" have been turned out, men of truly high calibre who are staunch believers in, and advocates of the American system can be attracted to public service. It will again become an honor to work for our country. Such men must tackle the problems confronting us in a straightforward and effective manner not deterred by the fear of reprisals from selfish, pressure groups.

But Federal housecleaning and the replacement of outworn lackeys by realistic men of action is only setting the stage, and hiring competent actors for the play that should be enacted. As this play unfolds it should prove to each of us, in white shirts or overalls, that prosperity is false if based on the quicksands of government largesse, but that it can be enduring when built upon the firm ground of personal honesty, thrift, and the kind of selfconfidence displayed by our fathers.

Prosperity, like charity, begins at home.

In order to remove the staggering load dropped on the doorstep of the new Administration by its doddering predecessor, many of the present problems of the

Federal government, real and imagined, must be returned to the states, communities, and even to individuals. As a step in this direction, the new Administration's platform provides for an immediate study of the reallocation of tax funds among the major governmental units.

The President-elect, before and since election, has promised to do everything within his power to unify the hearts and purposes of all Americans, and to reunite the short sighted, selfish splinters that demagogues have spent twenty years hacking off the solid block of American citizenship. This is a big job that can be done only by example and education. Every citizen must be taught the truth about the nation in which he lives. Then, and then only, will he be in a position to evaluate plans for future social progress intelligently.

In our modern complex economy there is confusion everywhere about such fundamental concepts as income, wealth, profits, wages, production, etc., and how each dovetails with the others and makes the American way of life a living, progressive reality.

Ignorance has led to public approval of some fantastic plans that have nurtured a mushrooming bureaucracy and threatened our solvency. In this country where so much money is spent on what passes for education, there is no excuse for the prevailing ignorance concerning Government finance and the workings of our economy. (It should be obvious to the American people that Government bills are paid by the taxpayers.) There is no excuse for ignorance. Nor is there any excuse for allowing false prophets teaching the bestial, material atheism of Marx, Lenin, and Stalin to go unrebuked and unanswered.

# Election results to have profound financial effects

Post-election securities markets already reflect  
improving investment confidence.

By Robert S. Byfield  
Financial Editor

THERE is already evidence that the effects of the November 4th election will be so far-reaching and so fundamental that any appraisal or evaluation in a few paragraphs must of necessity be inadequate. As this column is being written quotations for common stock equities have begun to rise and the indices for most groups of stocks have regained their 1952 highs. Although this performance could be interpreted as impulsive or emotional investment buying, we would not agree with this viewpoint for a number of reasons.

Regardless of whether his portfolio has been well or poorly managed, whether its market value falls short or exceeds cost, or whether or not he "never had it so good," the investor in common stocks has been living in a politically hostile climate for over twenty years. And for three years prior to the advent of the New Deal in 1933 he was already caught in the maelstrom of the great 1929-1932 collapse, a wholly abnormal period. Perhaps we will need to return to 1928 as the last year when there was investment "normalcy" if, indeed, there is such a thing. We do not mean to imply by any stretch of the imagination that January 29, 1953, will bring an end to 23 years of economic turmoil, wars, fears of war or social and political ferment. Messrs. Stalin, Vishinsky and Mao Tse Tung are still going strong in Korea and elsewhere. At least there should be a breathing spell for the business man, or an end to the assault on invested capital in the United States. One of the chief characteristics of the era which is now ending was the failure to re-establish true investment confidence and the inability or unwillingness to encourage venture capital. Long in the discard, these two powerful components of any therapy looking forward to national economic well-being will now be available once more for the promotion of free enterprise. This is a factor which cannot be neglected in any re-examination of our current economic scene.

The long history of reforms, control measures and tax legislation from N.R.A. and A.A.A. to O.D.M. and O.P.S. was accompanied by a drumfire of anti-business epithets of a consistency and

intensity hardly surpassed by the hate language of the Kremlin's Agitprop Department. No purpose can now be served in dredging up the complete dictionary of words, phrases and clichés which featured and high-lighted the harassments of the past two decades. We hope we will soon forget about the "money changers," the "Tories," the "buccaneers of business," the "princes of privilege," the "selfish interests," the "old order," the "economic royalists," the "horse and buggy days," the "reactionaries" and the "disciples of entrenched greed." Under these ensigns and symbols marched those who carried the banners and pennants of class hatred, hostility to the profit motive and belittlement of the press.

If, as we believe, hate is no longer to be fashionable, how much will thereby be contributed to investment confidence? How differently will we need to appraise equities in or ownership of American business? We cannot say, for these forces defy quantitative measurement. That the new President will attempt to replace hate with harmony, so far as the relations between capital, labor, management, consumers, and government are concerned, may be taken for granted. We have not forgotten his speech of October 1948 in which he said, "When shallow critics denounce the profit motive inherent in our system of private enterprise, they ignore the fact that it is an economic support of every human right we possess and without it all rights would soon disappear."

And if hate is no longer to be fashionable, neither will haters continue to be found in the higher echelons of government. Initial appointments to the cabinet bear out our opinion. The investor with discernment may well, in the ensuing months, witness an unfamiliar spectacle. The exodus of the hatchet men, the peddlers of hoary and discredited economic theories, the vendors of a long line of left-wing goldbricks and the dispensers of biased arithmetic will soon commence. Their places will be taken by those who still believe in double-entry bookkeeping, 36-inch yardsticks and a profit measured **after** and not **before** taxes.

Recognition of the fact that common

stock equities will soon be quoted ex-hate may, however, come slowly. A man blind for many years, but with sight suddenly restored, cannot at once understand the significance of everything he sees. Moreover, if we assume that investment awareness begins at age 25, then only those investors now over 45 have had any pre-New Deal and Fair Deal investment experience.

Excess Profits Tax legislation expires on June 30, 1953, and we are now more optimistic that it will not be extended beyond that date, although much depends on the size and content of the Federal budget for fiscal 1954. Relief even in part from E.P.T. would be a potential aid to the profit position of a long list of companies which are today paying taxes of 60% up to the legal maximum of 70%. If tax rates were to return to a flat 52%, which is the total of the corporation normal and surtax, companies paying 60% now would show a 20% gain in net profits, all other conditions being identical. For those in a present 70% bracket, the resulting gain similarly computed would be a 60% gain. To express it somewhat differently, relief from E.P.T. could cushion even a substantial drop in net income before taxes. For example, a company in the present 60% over-all bracket and suffering a 25% drop in net income before taxes would experience only a 10% drop in net earnings after all charges. A company in a 68% bracket would show only a similar decline in net with as much as a 40% drop in pre-tax income.

The relationship between business and government during the next four years at least, and perhaps longer, does not, of course, solely depend upon the attitude of Washington on legislative and related matters. The future is to a large extent in the hands of business executives, investors, and the outspoken friends of free enterprise themselves. As we have so often stressed, one of the great difficulties which our economy has faced on the domestic front is the lack of comprehensive education on economic subjects in the United States. Of the many false assumptions which have plagued capitalism in this country, none has been more destructive than the idea that our standard of living somehow depends upon government action and legislation rather than upon savings, investment, incentives, research, management, and technology. The fact that we with 7% of the world's population can produce almost 50% of the world's goods is due largely in the last analysis to our technology and the mechanical and electrical power available to our workers. While this statement may be an over-simplification, it is one of the most basic of our economic precepts. Unless the American people are aware of it and understand it our free enterprise system which is the wonder of the world will continue to be in jeopardy. Business men will have at least a four-year breathing spell in which to do their share in promoting sound economic education. This is the opportunity and challenge which now confronts them.

# U. S. Plant Investment Gains 40% in 3 Years

By Caldwell R. Walker  
Editor, Business Trends

**A** QUESTION frequently heard is this:

"What is the potential plant capacity of industry in my respective city, county, state or region?"

The question presents a number of interesting elements.

Of perhaps primary importance is the definition of plant capacity.

What, after all, constitutes plant capacity?

Any attempt at precise, or even approximate, definition runs immediately into serious difficulty.

## Common Denominator Needed

With some plants producing while others are distributing, and with some turning out pounds or tons, while others turn out feet or yards, and still others perform services of indiscriminate measure, there is no physical common denominator capable of producing a total.

Furthermore, plant capacity is relative with respect to time and use.

A plant working three shifts in twenty-four hours has a potential almost treble the one that works only one shift.

Likewise a plant that works the year around exceeds in potential the one that operates only seasonally.

To figure all on one basis or the other, or on some sort of arbitrary average might be of value for some purposes, but could not be termed an accurate answer to the question first introduced.

Fortunately, however, a fair interpretation of plant capacity may be had by a different approach.

## Measured in Dollars

Such an approach treats dollars as the common denominator, and uses plant investment as the measure of productive capacity.

This method is particularly appropriate for a time like the present when little or no plant capacity is eliminated by reason of idleness.

Present operation represents also about as normal a period as will be found in peace time with respect to number of operating shifts or hours.

While the relationship between dollars invested and dollar values turned out can change violently as it did during the last war, it does, for normal operation provide a valuable measure.

Even this type of analysis, however, cannot be made with complete accuracy.

It is not too difficult to total the plant and equipment values of corporations and other businesses that distribute or furnish financial reports.

It is little more difficult to relate these to totals for a city, state or region.

The main difficulty lies in the fact that the values reported are "book values" and in many instances dubiously related to actual or replacement values.

## Practical Value

Nevertheless there is no reason to assume that they range so far from reality as to greatly distort a generalized comparison.

Acting upon this last assumption, figures are now being processed for the forthcoming 1953 Blue Book of Southern Progress to show breakdown of plant investment by states and by industry division.

While this process has not yet developed to the point where completely reliable results are obtainable, it has gone far enough to present a generalized picture, and this in itself reveals some very interesting information.

## Rate of Growth

Since the middle of 1949, investment in land, plant and equipment in the United States has increased some \$80 billion—an average annual increase of \$26 billion.

Farm property increased \$19 billion; mine and construction plant and equipment, \$1 billion each; manufacturing plant and utilities, \$20 billion each; fi-

nance, \$12 billion, trade \$6 billion, and service plants, \$1 billion.

## Some Disparities

In evaluating these increases, it must be borne in mind that accounting practices in various industries produce results that are not strictly comparable.

Farm investment, for instance, includes dwellings, and this is also true of certain mining and construction operations. Even in the case of certain classes of manufacturing, such as textiles, values of employee villages are included with plant values.

A further discrepancy can be seen in the finance group which includes real estate firms dealing primarily in land for resale purposes.

Additions to real estate plant values include additional holdings of such resale property, and these cannot be properly construed as operational investment.

In the case of wholesale and retail trade, plant increases represent only minor portions of total investment gains, since these industries do not produce, but derive their income entirely from inventory turnover.

Lastly it must be borne in mind that many properties, especially agricultural and real estate have been inflated in dollar value without equivalent addition of new facilities.

## Investment and Income

Another interesting angle is to be seen in the ratio of plant investment to realized income, the latter being made up of payrolls and profits.

In agricultural industry, having plant value of \$80 billion and annual realized income of \$18 billion, it requires \$4.40 of property investment to produce each annual dollar of realized income.

At the other end of the scale, only 30 cents of property and equipment investment is required in the construction industry to produce a dollar of annual realized income.

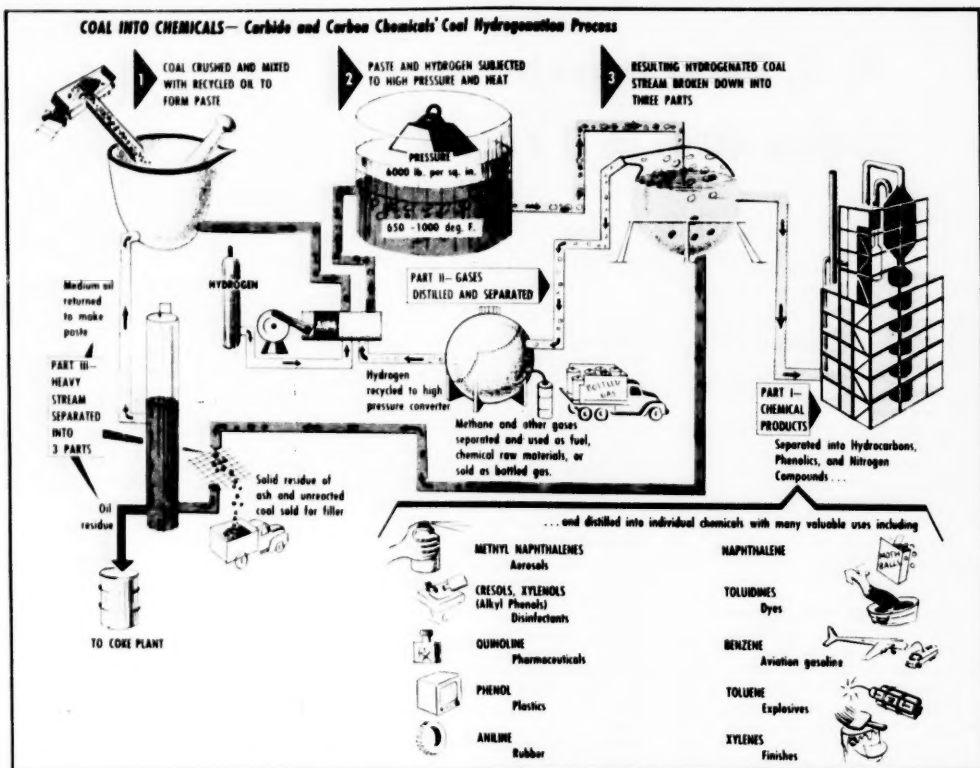
Between these two extremes, utilities need \$3.20 invested in property and equipment to produce annually one dollar of realized income; finance-real estate requires \$2.90, mining \$1.40, manufacturing and services 70 cents each, and both wholesale and retail trade 50 cents.

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## Plant Investment (rounded figures)

Industry	Plant Value \$ mil.	Realized Income \$ bil.	Persons Engaged mil.	Plant to Income ratio	Plant to Person ratio
Farm .....	\$80	\$18	10	4.40	\$ 8,000
Mine .....	10	7	1	1.40	10,000
Const. ....	3	11	3	.30	1,000
Mfg. ....	50	75	15	.70	3,000
Util. ....	70	22	5	3.20	14,000
Finan. ....	38	13	2	2.90	19,000
Whol. ....	9	16	3	.50	3,000
Retail ....	15	30	9	.50	1,700
Serv. ....	12	18	6	.70	2,000
All Bus. ....	287	210	54	1.30	5,000





Flow Chart showing step by step process of coal hydrogenation with the resultant chemicals.

## The Debut of a New Industry

### West Virginia Plant Produces Chemicals from Raw Coal

WHEN the \$11,000,000 coal-hydrogenation plant at Institute, W. Va., was unveiled last May, it was generally agreed that this brand new member of America's industrial household would have every opportunity for a normal development and fruitful life in the steadily expanding national economy. Now it is beginning to appear that even the most optimistic appraisals were far too modest and that the latest offspring of the Union Carbide and Carbon family will grow at a rate considered astounding even in this land of industrial magic, for there is already talk of increasing the plant capacity sixfold at a cost of more than four times the original investment.

Through hydrogenation, chemicals are produced from raw coal which is pulverized and combined with hydrogen under extreme pressure. The traditional method of producing coal chemicals is through carbonization, the chemicals coming from vapors and tar that are

distilled in ovens where the coal is baked without air to make coke.

Never before has hydrogenation been employed with chemicals as the primary objective. A certain amount of chemicals has been recovered from raw coal through hydrogenation in the production of synthetic fuels, but there is no precedent for the chemicals plant along the banks of the Kanawha River a few miles below Charleston.

Carbide and Carbon Chemicals Company, the Union Carbide and Carbon Corporation subsidiary pioneering the project, has long been one of the largest producers of aliphatic organic chemicals, which come from petroleum and natural gas. Back in the 1930's, when it was becoming apparent that petroleum and natural gas resources would not last forever, the company undertook to find an alternate source of raw material. After years of research and development on the hydrogenation process, the gases

were successfully produced from coal. In addition, the liquid hydrogenation product proved to be so rich in coal chemicals that the research emphasis was shifted from gas production (for later conversion) to the direct production of chemicals. From this project came the plant at Institute.

#### History of Hydrogenation

Practical use of coal as a raw material for the production of chemicals has been an intriguing problem to chemists and engineers since 1856, when Sir William Perkin synthesized Mauvine, the first man-made dyestuff. The first real indication that coal had greater potentialities as a source of chemical products came in 1913 when Friedrich Bergius showed that coal could be liquefied with hydrogen at high pressures and moderate temperatures.

Development of the Bergius process for the liquefaction of coal started on a commercial scale in Germany in 1927 when the first coal-hydrogenation plant was built by I. G. Farben to produce fuel liquids. Outside of Germany, a single plant was built in 1935 by Imperial Chemical Industries at Billingham, England. It ran for a short time



on coal, and later was converted to creosote oil or coal tar feed stocks.

Meanwhile, twelve coal-hydrogenation plants had been built on an experimental basis in Germany and they were eventually assigned an important mission: supplying 85 per cent of the aviation gasoline—along with diesel fuels, jet fuel, fuel oil, paraffin wax, and lubricating oils—used by the Nazi machine in the final months of the war. Some chemicals were also derived, but only as by-products.

From all indications, a synthetic fuels industry in this country is not far off. The Bureau of Mines is operating a demonstration plant successfully at Louisiana, Mo., and Secretary of the Interior Oscar L. Chapman advocates immediate construction of commercial plants to extract gasoline and oil from coal. Private investors are not convinced that such a step would be economically practical at the present time, although no one disputes the fact that an era of synthetic fuels is inevitable. Coal comprises 92 per cent of the total mineral energy reserves in the United States, whereas natural gas and oil resources together make up less than 2 per cent of the total reserves. The remainder is attributed to oil shale, which may also be converted into liquid and gaseous fuels.

The necessity of finding substitutes for petroleum and natural gas has been brought into sharper focus by the tense international situation, but even without a wholesale outbreak of hostilities the need will be intensified in the years ahead. During the past summer the whole matter of finding new sources of fuel was placed on a national security basis by the President's Materials Policy Commission, whose report included statements of this kind:

"No one can know how much more petroleum will be discovered in the United States during the next two decades, or how much it will be feasible—geologically and economically—to produce by 1975."

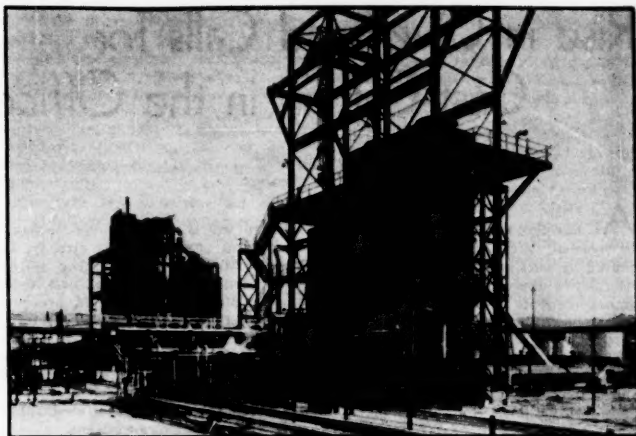
"Limitations on our domestic petroleum resources will exert upward pressures on real costs from now on. Experts generally agree that the real costs of crude oil discovery and development may rise considerably."

"The same uncertainties that cloud the long-run future of petroleum supply from domestic sources in the United States also affect estimates of future supplies of natural gas."

### Chemicals from Fuels Plants

As synthetic fuels plants go into operation and begin to produce the gasoline and other products required to meet the deficits created by dwindling stocks of petroleum and natural gas, coal chemicals will concomitantly come into more abundant supply. The hydrogenation process offers a wide flexibility of products, and the yields can be varied considerably in accordance with products needed.

On the theory that a hydrogenation plant devoted to the exclusive purpose of squeezing chemicals from coal could



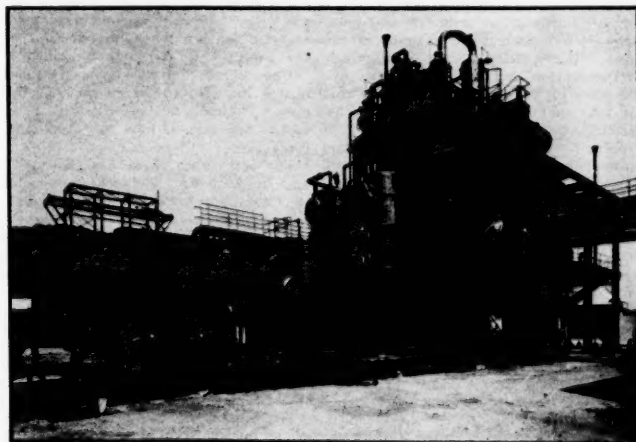
The coal handling and paste preparation building at left is the starting point of the process. Paste then goes to high pressure structure at right where it is converted into hydrogenated liquid products.

do all right on its own—without depending upon a synthetic fuels market—Carbide and Carbon undertook the project at Institute. Throughout the postwar period there has been an increasing shortage of coal chemicals. The present emergency, with its demands for virtually all chemical raw materials, has emphasized the need for more benzene, toluene, the cresols, naphthalene, and quinoline. In addition to these "crudes," serious shortages exist among many important intermediates, including styrene, allene, maleic anhydride, and phenol, all of which depend upon the crudes for their starting materials. Among the peacetime industries dependent upon an adequate supply of coal chemicals are the plastics, rubber, dyestuff, perfume, paint, and synthetic detergents industries. And new uses that are constantly being found

have increased the requirements for some coal-derived chemicals by as much as 25 to 36 per cent per year.

While there has been a steady rise in the production of coke, and with it a greater and greater amount of the chemicals produced in carbonization, the increase has not been comparable with ascending demands for the chemicals. Nor will the disparity be lessened in the future despite plans to continue expansion of steel capacity. Increasing population and greater industrial activity, prompted by a continually improving standard of living, will bring a rise of about 20 per cent in steel output in the coming ten years, and by 1975 the steel industry will have to produce almost 50 per cent more than the 1952 figure if normal peacetime demands are to be met.

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Part of the products of the high pressure structure go to this recycle oil still and solids separation equipment.

# Rise in Overhead Calls for Cost-Cutting in the Office

By Sidney Fish  
Industrial Analyst

**A**S business conditions slowly return to normal, after years of shortages caused by wars and strikes, and artificial stimulants applied by the government, management is going to be more and more eager to find opportunities for cost-cutting.

The need for attacking the cost problem is probably more apparent in the office than anywhere else in a company's operations. The volume of paper work has increased; salaries of office workers have been moving up steadily for several years; yet despite this sharp rise in white collar salaries, office workers are harder to recruit in many cities than factory workers.

This is only one phase of the overhead problem for manufacturers. Mechanization, which has been used so skillfully to reduce costs of production in the plant, has not yet accomplished similar feats in the office, although the office machinery industry has made great strides. For example, it is calculated by Pitney-Bowes, Inc., that machine tools have been responsible for a 150 per cent increase in production in factories since 1920, with only a 53 per cent increase in the number of workers. But over the same period, clerical workers have increased approximately 150 per cent, from 3 million to 8 million. This rise, in part, has been caused by an ever-increasing volume of paperwork and paper handling, much of which has arisen from the controls over business exercised by the Federal Government.

Ending of the defense controls, where they have clearly outlived their usefulness, will lighten some of the crushing clerical burden that industry and business are now carrying. But many executives will see the need for going much farther in reducing office costs, by applying some of the techniques to white collar jobs that have long been used successfully in the production jobs.

Aside from mechanization, some of the methods which are regarded as most reliable tools for cutting office costs include the setting of accurate work standards for each repetitive job; work simplification programs; reduction in job turnover by a host of morale building methods, as well as by cutting down the volume of paperwork drudgery. By mechanizing tedious manual jobs, management not only effects a direct reduction in costs, but it also effects indirect gains by increasing the attractiveness of the jobs which it offers, and thus permitting the recruitment of a better type of office worker.

Mechanization offers important hopes in the field of cost reduction in the office. But the danger exists that management

will go overboard and over-mechanize. In several cases this has already happened. Mechanical accounting systems have been set up at a high cost, before the practicability of the new procedure had been thoroughly surveyed and tested. But, on the whole, gains can be effected more easily through simple mechanization, such as the use of Dictaphones, Ediphones and other dictating machines, to supplement the work of stenographers, than through any other means.

Mechanization programs must be reviewed carefully by each employer, because it appears likely that shortages of stenographers and other types of office workers will remain a problem for several years, at least. Employers have been asking what has been causing the scarcity of office workers. In large part, this shortage is caused by the low birth rate in the 1930's, as well as by the current high marriage rate, the trend towards early marriages, and high birth rate. For all of those factors have contrived to reduce the supply of young women for office jobs. The high level of employment and high wage scales in factories and in other lines has also tended to dry up the supply of good office workers. Employers are reluctant to hire young men for office jobs, because they fear they will be drafted.

To meet the problem of shortages, many employers have found it desirable to hire married women, wherever these are obtainable. They are also using more overage men as messenger "boys," often making use of pensioned policemen for such tasks.

Part-time workers are also helping to solve the shortages, particularly young married women who can only spare a few hours a day from their homes.

But all of those expedients merely attack the problem of manpower shortages. They do not provide an answer to the question of how to reduce office costs.

The setting up of work standards for each job is one of the techniques which is currently regarded as likely to result in the largest economies. Some experts estimate that in most cases, economies running from 20 to 40 per cent of former costs can be realized by the setting up of standards for repetitive jobs.

In most cases, such standards are not related in any way to an incentive plan. Thus far, while incentives have been successfully employed in production work, and in a few highly repetitive office jobs, employers have gone very slowly about setting up incentive programs for white collar jobs. If the labor market were a little looser, employers might be willing to experiment more

with incentive programs, but under current conditions, they are more desirous of making office jobs seem attractive to the workers, and they hesitate to set up plans under which pay is geared almost entirely to the workers' effort, for fear that some workers would resent this step.

By setting up accurate standards, however, the employer obtains a rough measure of the output that can be expected from each repetitive job without getting any hostile reaction from the employee. In that way, he is able to exercise control over costs, by eliminating inefficiency. And this does not entail any investment in office machinery. It merely entails time studies on each job by qualified time study men.

Work simplification is another procedure which is highly regarded as a method for cutting office costs.

The Hardware Mutual Casualty Company, Stevens Point, Wis., for example, has issued a booklet "What Is Work Simplification." The booklet points out that work simplification merely entails the eliminating of unnecessary details, combining steps wherever possible to reduce handling time and travel time between operations.

In some cases, simplification entails the rearranging of a sequence of operations, to avoid rehandling. In others, it involves improved ways of doing necessary things.

Hardware Mutual points out that over the last 50 years, salaries paid by life insurance companies have risen seven or eight times. In 1896, people often worked 60 hours a week for \$3 dollars, as against an office week of 40 hours or less today. Yet the cost of a \$1,000 policy is the same today as it was in 1896. While lower mortality rates have reduced the cost of life insurance, the most important factor making it possible for the insurance companies to hold down policy rates has been work simplification, Hardware Mutual says.

The booklet, designed primarily for supervisors, sets up a ten-point procedure for aiding the progress of work simplification. The steps are:

1. State the problem, or the condition that we wish to improve.
2. Visualize the problem; write down what is happening under present conditions, so nothing will be overlooked.
3. Simplify the problem; break it down.
4. Question each step—why, where, how, who should do it, when it should be done, etc.
5. Seek suggestions from the people doing the work.
6. Work out a better method, by eliminating unnecessary details, by combining operations, or by rearranging the order of operations.
7. Record the better method—write it down, as improved.
8. Obtain permission to experiment with the new method, if necessary, to try out its effectiveness.
9. Evaluate the results by asking whether the new method accomplishes what you planned it to do, etc.

10. When you are satisfied with the effect of the changes that you have tried out, recommend their adoption.

Tools used in such work simplification programs include process charts, which list the steps which go to make up a particular operation; and a work flow chart, which is really a floor plan of an office drawn to scale designed to show whether work moves forward continuously as it should or whether it returns to a previous desk, creating bottlenecks.

Strengthening supervision, which has been used extensively in the factory to cut office costs, can still be applied profitably to the average office. Better training of supervisors will assure cost reduction through work simplification, as well as through a general improvement in morale. Similarly, job evaluation programs, too, can be used to improve work performance by achieving better morale.

To improve morale and performance, many companies have now adopted the policy of issuing manuals to office workers, designed especially for their use. For example, Carrier Corporation has issued an eighty-four page booklet entitled "What Every Young Steno Should Know About Carrier Corporation." This booklet's table of contents lists abbreviations for use by stenographers, capitalization data, carbon paper information, care of the typewriter, dictating instructions, division of words, filing, folding letters, pointers for producing good letters, postal information, punctuation, telegrams, and typing shortcuts.

Panhandle Eastern Pipe Line issues "An Outline of the Basic Policies for Office Personnel."

Records management is a device which is increasingly being used to cut costs. In one case, a records management installation resulted in these results: 55 per cent of the records being kept were sold as waste paper (most of these records were being kept in storage rather than in the office; 19 per cent were transferred from the office to a new type of records center; and only 26 per cent of the records remained in the office, according to the National Records Management Council, of New York.

Office noises, whether they are loud or merely distracting, can result in a heavy loss of man-hours. Hence, the use of acoustical building materials that absorb about 70 per cent of sound, and reflect 30 per cent, will greatly reduce noise and increase efficiency. As compared with such acoustical materials, glass reflects 97.2 per cent.

Any step that reduces job turnover in the office will cut costs. Hence good recruitment and induction policies will pay off handsomely.

The use of electronic equipment in the office is being explored carefully. Many larger companies are working hard with a view to achieving the automatic office, with attendant savings in manpower.

Howard H. Aiken, director of the computation laboratory of Harvard University, has warned that the completely automatic office is a long way off. But several employers have reported marked progress in electronic installations which

they have already made which take over specific accounting functions. Not only has the electronization of certain accounting operations by Monsanto Chemical effected savings in manpower, but the company is now able to get financial reports more quickly. It has been using the International Business Machines' card programmed calculator to achieve these results.

Formerly, Monsanto was not able to get monthly financial statements until the 15th of the month. With the use of the IBM equipment, these reports are now available on the 5th. The job, which formerly required 40 man-days, is now performed by the IBM CPC calculator in six to eight hours, with attendant

savings in personnel. Eventually, the company expects to have its financial reports prepared by the second day of the month, while cost reports should be completed by the third or fourth day of the month.

Such full use of electronics is not feasible for the small office. The average small office will have to standardize its methods before it can apply electronics. Hence, as a move towards getting ready for electronics, a company can, for example, transfer the writing of orders from typewriters to tabulating equipment. At the same time, even before it buys a single electronic device, it will reduce the size of its accounting organization by streamlining and mechanizing.

## Atlantic Steel Company Opens New Warehouse

More than 12,000 people visited the new Warehouse Division facilities of Atlantic Steel Company, Atlanta, Georgia, during the two-day Open House and Trade Show last month.

Company executives greeted guests as they entered the new air conditioned office which was banked with flowers sent by suppliers and friends of the company. From the stainless steel-covered registration counter, yellow lines and directional arrows marked the travel route throughout the building. Hostesses and guides were stationed at strategic locations to answer visitors' inquiries.

A wide range of diversified stock material occupied half of the spacious warehouse building, and 69 exhibits of suppliers' and customers' products filled the other half of the warehouse.

By employing the latest trade show techniques, supplier companies effectively displayed materials stocked by Atlantic Steel's Warehouse Division. Southern manufacturers used this same ap-

proach in exhibiting products made from Warehouse purchased materials.

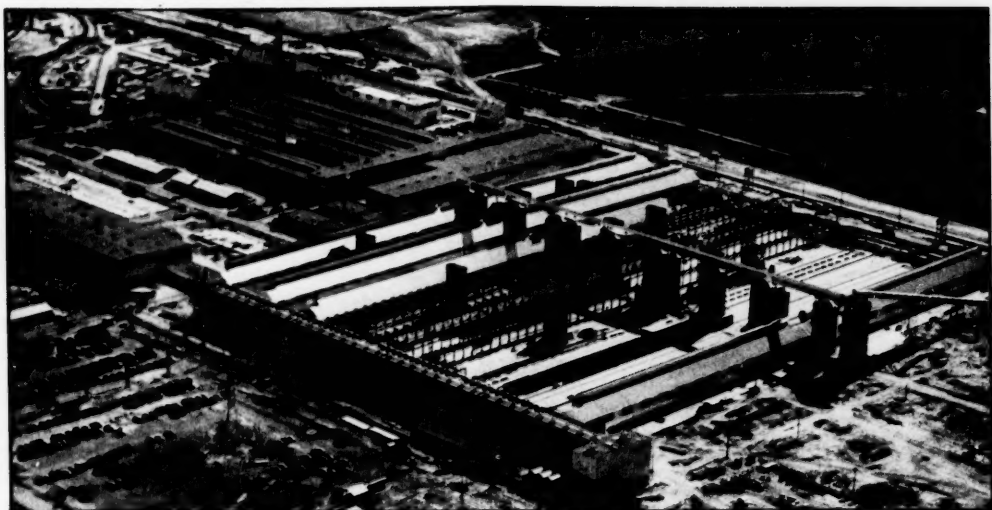
The new home of the Atlantic Steel Company's Warehouse Division, costing in excess of \$500,000, is one of the most modern steel warehouses in the nation. Covering 64,400 square feet, the 45-foot high structural steel building is 460 feet long and 143 feet wide—larger than a football field. The entire reinforced concrete floor area is on one level. The latest lighting and heating facilities were installed to insure safe and comfortable working conditions.

Metalworking companies, fabricators, and industrial firms in Alabama, Florida, Georgia, North and South Carolina, and Tennessee may be served by overnight delivery from the new warehouse. Modern shearing, sawing, burning, and material handling equipment make it possible for Atlantic Steel Company's experienced personnel to fill orders with accuracy and dispatch from a well-balanced stock of steel warehouse products.



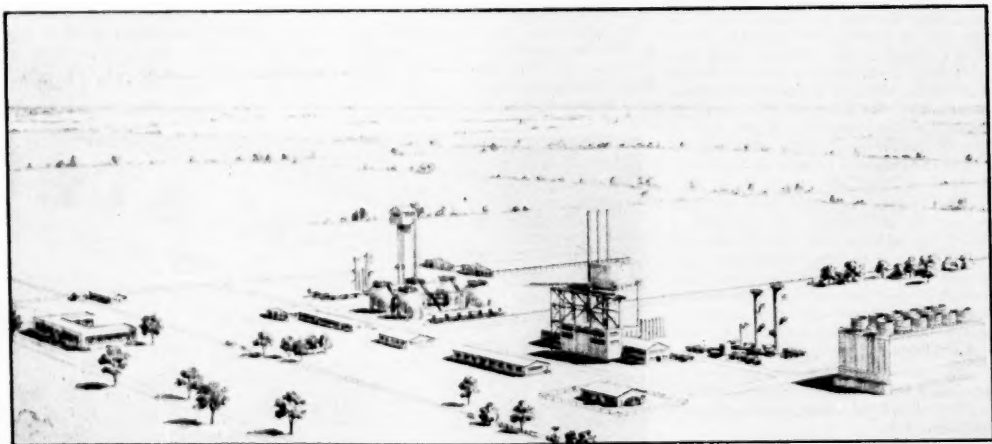
Inspecting a stainless steel kettle are, l. to r., H. B. Johnson, Atlantic v. p., R. J. Working Republic Steel, Larry Hamaker, Republic v. p., Fred Young, Republic and R. S. Lynch, president of Atlantic Steel Co.

## INDUSTRIAL



### IN TEXAS

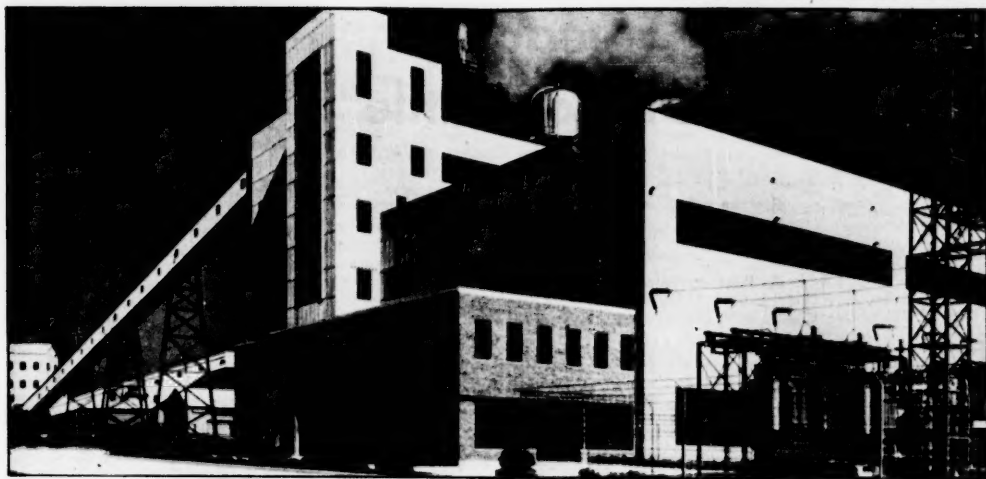
The Aluminum Company of America's new reduction works at Rockdale is nearing completion. With a capacity of 85,000 tons of aluminum per year, it substantially increases the state's output of this light metal. Bethlehem Steel Co. fabricated and erected 11,000 tons of structural steel for the plants' 20 acres of buildings.



### IN TENNESSEE

An artists' concept of the ammonia-urea plant to be built by Grace Chemical Company at Woodstock, near Memphis. This \$18,000,000 plant, to be located on a 277 acre tract, will produce nitrogen in the form of ammonia and urea for both agricultural and industrial uses. It is scheduled to begin operations in the Summer of 1954.

## EXPANSION



### IN GEORGIA

Georgia Power Company recently dedicated this steam-electric station, Plant Yates, the largest in the Company's system, near Newnan. Costing \$32,000,000, the three-unit plant requires more than 3,000 tons of coal daily. If operating on natural gas, each unit requires about 25,000,000 cubic feet of gas each day.



### IN KENTUCKY

Aerial view showing the progress being made by the General Electric Co. on its huge major appliance plant near Louisville. The ultimate development of this site will find five manufacturing buildings. Turner Construction Company, of New York, and Struck Construction Company of Louisville are joint general contractors.



# "How Much Freedom —Or How Little"

*A condensation of an address delivered before the  
Wharton School Alumni Society*

**By Crawford H. Greenewalt**  
*President*

**E. I. du Pont de Nemours & Company**

**H**OW best can we preserve personal freedoms in face of the needs and demands that appear to call for collective rather than individual effort? That is the problem of the age. That is the problem that besets all of the nations of the world. And if we can devise an intelligent answer, our country will indeed show the highest type of world leadership. I am sure it is a problem to which the victorious candidate in the recent Presidential election will address himself, and in that effort he has my sympathies and my prayers.

Complete freedom of action may be a hoped-for ideal, but it has certainly never been a reality. The frailties of humanity being what they are, complete freedom is attainable only by hermits living out of contact with their fellows, never by individuals living together. The problem before us is quantitative, not qualitative. And it is simply stated. How much freedom must the individual forfeit for the common good?

In real life, no one ever enjoys complete freedom. We learn that in the most basic social unit—the family—where we see that each member suffers some dilution of personal privilege in the interest of the greater happiness of the family group. We accept these limitations with such grace as is consistent with our good nature. We suffer minor irritations, hoping that our wives and our children will bear understandingly with those they find in us.

As family units join together to form larger communities, further intrusions into our personal liberties are met and accepted. We establish schools, fire departments, water works, and we set up rules to safeguard people from harm or annoyance. Each of us undertakes to support some fraction of the burden imposed by those joint activities. Thus we give up in some measure a part of our individual liberty in the name of the public welfare. That is the price of citizenship.

And as we progress out of local communities to the larger political areas of state and nation, we face the same decisions—a public bridge replaces a private ferry; we agree to support the construction of roads and waterways; we agree to submit to acts that regulate commer-

cial and institutional life; the banking and insurance laws, for example, or rules governing the sale of certain types of goods.

The basic issue remains the same. Each move toward a more numerous society subtracts a little more from personal liberty. And the question remains the same. How much freedom is the individual ready to relinquish in the public interest?

There is room here for controversy, for argument, for debate. With certain activities of government, not even the most conservative would quarrel—national defense, let us say, is clearly a public problem. In other areas the choice becomes more difficult and more complicated; flood control is obviously a question for government, but when flood control is linked to public power the answer is far from obvious. Much argument has been advanced on both sides.

Extremists on the one hand will hold that any abridgment, any denial of personal privilege is wrong, and will brand it as socialism. In so doing it seems to me that they err just as greatly as extremists on the other side who are happy with any measure that broadens government control for whatever purpose. Both do a disservice to the nation, since certainly there is no Chinese wall that marks once and for all the boundary between private and public activity. There is rather a fluid area between them within which we should be able to move one way or the other, as dictated by the development of the nation and the problems of its citizens.

In a republic such as the United States, the decision will be made by the people. Their voices should and will inevitably determine our course. And I, for one, have unbounded confidence in the native intelligence and sound judgment of the average American and am quite content to be bound by the rule of the majority. However, in expressing that faith, I make two conditions:

First, that people know the cost to them of any decision they are called upon to make.

Second, that the responsibility for decision be carried by the smallest political community capable of meeting it, be that group a township, a city, a state, or in

the last resort, the voice of the nation itself.

Let us speak first of the cost in terms of money. Our current hit-run tax system does not stop to see who has really been hurt. It produces results that are cruel, cynical, and dishonest. Under the guise of "soaking the rich" and "soaking the corporations" we have created a kind of national shell game by concealing from the public the full cost that each family must pay. Mr. Jones, the average American wage earner, may feel that his direct tax bill is modest, but when Mrs. Jones pays 15 cents for a loaf of bread, which actually represents a dime for the bread and a nickel for tax, the Joneses remark simply on the high price of bread and think the ABC bakery is making exorbitant profits.

The facts, of course, are clear to those who are willing to dig far enough to find them. Any businessman knows that corporate taxes find their way ultimately into the price of the goods offered for sale. Economists who have studied the ultimate resting place of our many varieties of tax find that if the nation's tax bill is some 33 per cent of the national income, as it is at present, the tax bill of the average citizen is not far below that percentage, whatever he may think he pays directly.

Take, for example, the average American wage-earner with a wife and two children whose net income is, say, \$4,000 a year. He pays directly in the form of state and federal income taxes about \$350, but his indirect tax bill brings the total to at least \$1,200, most of it in the form of higher prices. What man in his right mind would not be happy with what he thought was a 70 per cent discount? He views each new proposal with the cheering thought that the bill will be paid either by the wealthy individual or the large corporation. The cruel fact is that he pays it himself.

The deception to which he is subject is bad enough in itself, but much worse than that is the sad fact that he has had taken from him the basis for making a sound decision. We have seen many times in this country the relative indifference of people to presidential elections; even this year's record turnout represented something less than 60 per cent of the potential vote. I think that is due primarily to the fact that people often do not believe that the issues are for them matters of personal concern. They have been effectively disenfranchised by a process of sorry deception.

On the other hand, when issues are clearly understood, decisions are taken promptly and with force. We tried prohibition, found it a greater infringement of personal liberty than we were willing to bear, and voted overwhelmingly for repeal. But here there was no hidden price tag to confuse and misinform.

Local and community governments are much more responsive to the public will and much more honest at revealing intent than is the national government. When a city or a county wishes to add to its school system it is more often than



not required to put the issue up to the taxpayers for approval. It says, in effect, if we build this new school it will add so much per dollar of assessed valuation to your taxes. The price may or may not be right but the taxpayer knows clearly and definitely what the bill will be. But in the case of federally sponsored projects, the price tag is widely advertised as representing only a small fraction of the total cost, and the taxpayer is lulled into happy security in the feeling that someone other than himself is making up the difference.

It seems to me that this indicates clearly the necessity of applying to government the same basic rules we apply to any successful business organization. That is to make every decision at the lowest possible organization level. We call it "delegation of authority" and its basis is simply that the man best able to act is the man closest to the problem. Only when the situation begins to outgrow his spread of contact does he pass it up the line for his superiors to handle. It is a sound concept, for it reduces each problem to manageable size and puts upon local management every responsibility they are able, by virtue of their position, to discharge.

In the field of government the principle is wholly applicable, yet the trend has been steadily in the other direction. Towns are apt to relinquish their prerogatives and responsibilities to the county, the county to the state, the state to federal authority. Each step complicates by enlarging rather than isolating the problem. Each step puts the decision farther away from the facts.

I amused myself recently by sketching an organization chart for the du Pont Company following the practices into which government has fallen. Needless to say I found myself greatly overworked. I found that under that system I would have to hear the troubles of men in Tennessee, Texas, Washington, and Maine, and would have to deal with them in blissful and sublime ignorance. I imagined myself and my associates in Wilmington consulted on the minutia of every laboratory investigation, of every sales problem, of every production difficulty. I needn't tell you that I concluded that it wouldn't work. And if it would not work for the du Pont Company, how can it possibly work for the federal government, whose size and scope make the du Pont Company look like the smallest of small business?

The traditional town meeting represents, to me, democracy in action in its highest and truest form. Everyone was fully aware of the details of every problem. The opportunity for deception was reduced to a minimum, the opportunity for intelligent discussion raised to a maximum. Voices register most clearly when they can be heard without transmission or amplification.

True democracy can flourish only when it is out in the open. I would rest comfortably if a new proposal had the price tag clearly marked in plain English and if it were being considered at the level where the problem existed. If,

under those circumstances, the people wish to adopt it, in full knowledge and understanding of all the circumstances, that is their affair. If they would buy it, I would buy it.

In the early days of our nation a great Democrat put forward the doctrine that that government governs best that governs least, and I am sure that in that very wise statement he implied full delegation of governmental authority as well.

As we get farther away from the local scene, deception becomes easier. We are a people much given to slogans and catch-words, and many a bit of shoddy political merchandise has been sold on the basis of its alluring description. Give the most questionable proposal an invulnerable title and you place its opponents at a disadvantage, a fact well known to the Communists, who excel at just such propaganda razzle-dazzles.

And as we leave the democracy of the town meeting we lose the opportunity to inquire and penetrate this screen. Some years ago, for example, a bill appeared in Congress called the Full Employment Bill. Whatever its purpose, its name was a lulu, for obviously full employment is a desirable thing, and to attack the bill was to be against full employment, clearly an uncomfortable chair in which to sit.

In reverse, we have seen the Taft-Hartley Act suffer by being called the Slave Labor Law. Perhaps Mr. Taft should have followed current practice and called it the Fair Labor Act in the first place;—but then Mr. Taft is a man of principle.

Many of the proposals placed before us have similar attractions, not unlike the lurid dust jackets which embrace the novels in the lending libraries. Not always do they represent a fair and sober appraisal of what is inside. We can be misled by high-sounding phrases, full of apparent honesty of purpose. We splash

our issues with unassailable terms which make sober, analytical appraisal difficult.

We owe it to ourselves, and to our children, to reject the tinsel coatings, to make sure we see inside the shell. We must weigh deliberately, mindful of Demosthenes' dictum that distrust is "an advantage and a security to democracies against despots." We must not compromise with principle—the progressive income tax, I recall, was passed on the grounds that it wasn't very important because it wouldn't cost anybody very much. Principle is everything. And our surest principle is the principle of judging every proposal on its merits, with the price plainly marked.

Assuming these conditions, is it possible that democracy could bring disaster? Theoretically, of course, it could. A majority of voters could in perfectly legal fashion, I suppose, combine to plunder and enslave the minority, even with full knowledge of what they were doing. But personally, I view this possibility as remote. We are a fair people, an intelligent people. Further, we have a constitutional process designed deliberately to slow the work of change. We have, in addition, an even more formidable safeguard, which is the peculiar composition of public opinion. Public opinion, on either side of any controversy, is never entirely monolithic; it is a heterogeneous mass, full of glacial shifts and rumblings. There is safety in the large—and therefore ever-threatening—minority.

So to sum up. With the minority voice ever alert and ever threatening, I'll put my trust in majority rule, as expressed by the people of the United States. Provided that—

First, they know the full cost—in cash, and in loss of liberty—of any move.

Second, their decisions are made at

(Continued on page 58)



"Don't worry about your work piling up at the office. It'll all be taken care of when you get back"

# CONSTRUCTION



Above—Gaylord Container Corp. has purchased a ten-acre site at North St. Louis for a new corrugated and solid fibre box plant with 260,000 square feet of floor space. L. O. Stocker Co., of St. Louis, is the engineer-contractor.

## South's Construction Value Up in November, Total \$355,617,000

**S**OUTHERN construction in November was valued at \$355,617,000, a figure that was six per cent over the level for the preceding month and sixty per cent ahead of the total for the eleventh month of last year.

The \$5,335,922,000 aggregate for the elapsed months of this year is also up, when compared with the same period of last year when the total was recorded at \$5,293,302,000.

Currently, the eleven-month total is

made up of \$2,371,616,000 for industrial projects; \$943,446,000 for public building; \$715,280,000 for heavy engineering construction; \$681,724,000 for private building and \$623,856,000 for highways and bridges.

Three of the five categories represent increases. The \$2,371,616,000 for industrial projects is up four per cent; public building, twenty-six per cent, and highways and bridges, approximately ten per cent.

While the industrial total was substantially bolstered to its high level of \$2,371,616,000, by Atomic Energy Commission work, as was the similar total for last year, it includes a number of privately financed projects, many of which ran into the multi-million dollar class.

Private building, usually near the top of the list, bowed to public building and heavy construction, when considered from the dollar value viewpoint. The current private building figure embraced \$500,461,000 for residential work; \$87,539,000 for assembly buildings; \$48,610,000 for office building, and \$45,114,000 for commercial projects. All but assembly building were below the levels recorded in the first eleven months of last year.

Public building, the second largest total, included \$656,125,000 for government buildings and \$287,321,000 for schools. While the latter are under the value for the 1951 eleven month period, the government building category is up sixty-one per cent.

Highways and bridge, in the eleven month picture are twelve per cent stronger. Texas was the only state where more than a hundred million dollars in state work was recorded, although most of the other states of the South were active in this field.

The \$355,617,000 November figure was made up of \$89,731,000 for industrial projects; \$89,697,000 for heavy engineering work; \$77,937,000 for public building; \$57,112,000 for highways and bridges. Private building was low on the list with \$41,140,000.

Large contributors to the industrial total were a \$23,000,000 fibre plant at Chesterfield, Va.; a \$4,180,000 pipeline in Oklahoma and Texas; as well as a \$5,000,000 gas plant in the latter state, and a number of other projects in the one million dollar and up class.

The heavy engineering construction total was eighty per cent above the figure for such work in the preceding month. Dams, drainage, earthwork and airports accounted for \$54,392,000; government electric projects, for \$25,336,000 and sewer and water work for \$9,969,000.

Components in the \$77,937,000 public building figure for November were \$51,316,000 for government buildings and \$26,621,000 for schools. Both are less than the values set for such work in October.

The \$57,112,000 for highways and bridges is not only up twenty-one per cent when compared with the value of highway work in October but is sixty-one per cent larger than the value in November of 1951.

Private building in November is down when compared with both the preceding month and the eleventh month of last year. The current figure includes \$28,962,000 for residential work; \$6,632,000 for assembly buildings; \$3,369,000 for office buildings and \$2,177,000 for commercial building.

Statistical predictions on what to expect next year say that new construction in 1953 will reach a new peak, perhaps rising a billion dollars in value over the \$32,333,000,000 set as the apparent figure for the current twelve months. Both pri-

### SOUTH'S CONSTRUCTION BY TYPES

	November, 1952 Contracts Awarded	Contracts to be Awarded	Contracts Awarded First Eleven Months 1952	Contracts Awarded First Eleven Months 1951
<b>PRIVATE BUILDINGS</b>				
Assembly (Churches, Theatres, Auditoriums, Fraternal)	\$6,632,000	\$10,545,000	\$87,539,000	\$76,547,000
Commercial (Stores, Restaurants, Filling Stations, Garages)	2,177,000	3,020,000	45,114,000	56,179,000
Residential (Apartments, Hotels, Dwellings)	28,962,000	30,589,000	500,461,000	765,168,000
Office	3,369,000	13,750,000	48,610,000	57,063,000
	\$41,140,000	\$57,904,000	\$681,724,000	\$954,957,000
<b>INDUSTRIAL</b>	\$89,731,000	\$92,824,000	\$2,371,616,000	\$2,271,793,000
<b>PUBLIC BUILDING</b>				
City, County, State, Federal and Hospitals	\$51,316,000	\$82,104,000	\$656,125,000	\$406,600,000
Schools	26,621,000	54,080,000	287,321,000	341,901,000
	\$77,937,000	\$136,184,000	\$943,446,000	\$748,501,000
<b>ENGINEERING</b>				
Dams, Drainage, Earthwork, Airports	\$54,392,000	\$52,385,000	\$144,551,000	\$557,672,000
Federal, County, Municipal Electric	25,336,000	8,778,000	128,054,000	55,381,000
Sewers and Waterworks	9,969,000	33,395,000	142,675,000	137,688,000
	\$89,697,000	\$94,558,000	\$715,280,000	\$750,741,000
<b>ROADS, STREETS, BRIDGES</b>	\$57,112,000	\$31,160,000	\$623,856,000	\$567,310,000
<b>TOTAL</b>	\$355,617,000	\$412,630,000	\$5,335,922,000	\$5,293,302,000

vate and public construction are seen participating in the increase.

The outlook announcement, which was made jointly by the federal departments of commerce and labor, assumes that business will remain good, buoyed in part by increasing defense expenditures at least in the early part of the year.

Further qualifications made by those two agencies were that no major international developments occur, that materials will be plentiful, that the limited controls would not interrupt operations, that labor will be adequate and costs remain relatively stable.

The anticipated peak of \$22,200,000,000 for new private construction will be supported, they say, by a continuing high level of housing activity and expansion in public utility plant and commercial building.

Expenditures for new private housing put in place are estimated at \$10,200,000, or somewhat greater than in 1952, because the year will begin with a larger number of units already under way.

Next year is expected to be the tenth in succession of rising construction activity by public utilities. Unprecedented expenditures of about \$4,333,000,000 are seen in this field, with most of the expected eleven per cent rise over 1952 volume in the gas, electric light and power group.

Commercial building is expected to jump up twenty-five per cent, with private industrial building dropping by about the same proportion from the present year's record outlay of about \$2,250,000,000, as defense plant expansion programs approach completion.

The anticipated rise in public new construction expenditures is from \$10,600,000,000 to \$11,300,000,000, this as the result of expected increasing activity on civilian as well as military types of public work.

Highway construction, the public departments declare, will probably reach a new high of \$3,000,000,000 in the next twelve months, or nearly twelve per cent above this year's level.

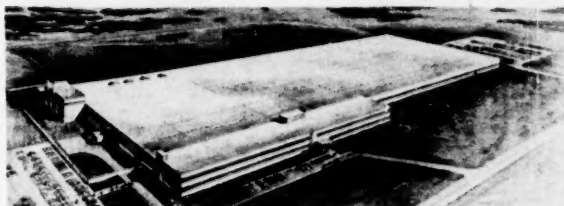
Public school erection is expected to continue its postwar expansion in 1953, with expenditures amounting to \$1,800,000,000, a ten per cent increase over the 1952 total and said to be the largest amount of classroom space ever to be put in place in a single year.

Outlays for military and naval facilities will probably rise about twenty per cent to \$1,600,000,000, the two government agencies predict, with considerable new work scheduled to get under way.

A moderate increase of about three per cent in public industrial construction is seen resulting from additions to existing atomic energy facilities. Such work for the Navy, Army and Air Force will be substantially finished in 1953.

Public residential building is expected to drop from the 1952 level, reflecting the tightened statutory limitation on the start of federally subsidized housing units. Virtual completion of veterans hospital program and reduced funds for federal aid to state and local hospitals will cause a substantial decline in publicly aided hospital building.

## CONSTRUCTION



Above—Ground was broken last month for the \$10,000,000 meter plant proposed at Raleigh, N. C., by Westinghouse Electric Corp. The one-story plant of brick and corrugated asbestos construction will be 1,020 by 420 feet. A two-story office 160 by 80 feet will be connected with the main structure by a 180 by 80-foot wing. A nearby garage and parking area will have an 800-car capacity.

Below—Brown Shoe Co. has moved into its new \$2,500,000 office building at Clayton, Mo. The building is approximately 290 feet in length by 167 feet in width. It contains 150,000 square feet, 40,000 feet of fluorescent lighting and enough structural concrete to build several miles of four-lane highway. Russell, Mullgardt, Schwarz & Van Hoefen were the architects; Ferris & Hamig, mechanical engineers and Otto Heinicke, the structural engineer. Contractor was Frazier-Davis Construction Co.



Building material prices are reported stable. Of forty-four commodities included in a November survey, according to the Atlanta office of the Bureau of Labor Statistics, thirty-five remained unchanged, five were lower and the remaining four advanced slightly.

Union wage scales for construction industry workers were reported by the Atlanta office as up one and one-tenth per cent in the third quarter of 1952, this following a one and nine-tenth per cent rise in the preceding quarter.

Expenditures for new construction throughout the country in November, the

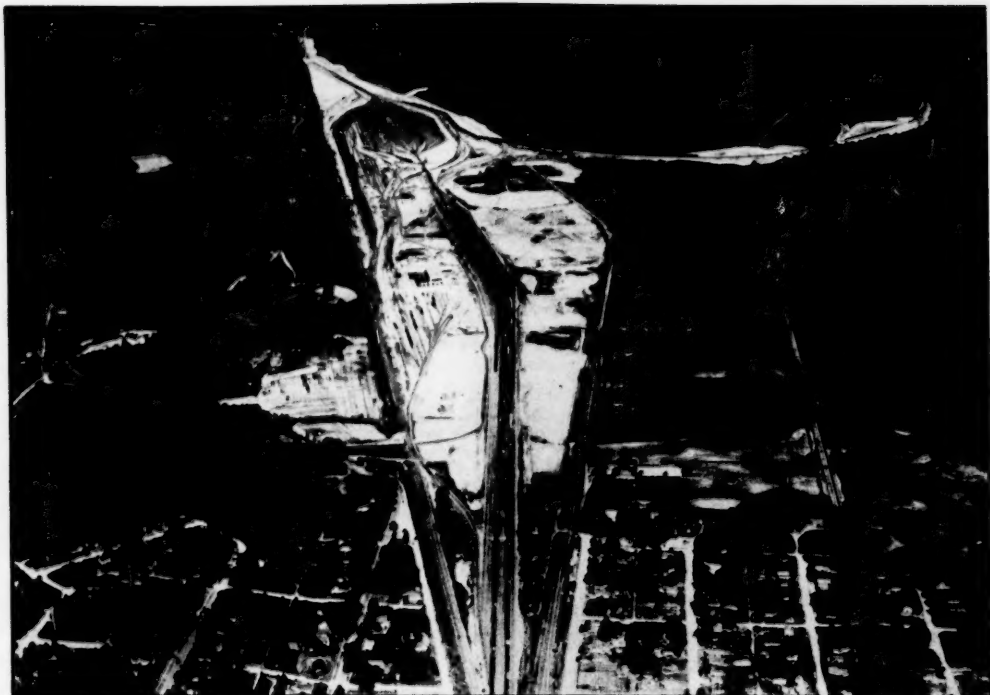
Commerce and Labor departments reported, totaled almost \$2,800,000,000, this representing a seven per cent decline from October.

November expenditures for private construction amount to \$1,917,000,000, while the volume of public work was placed at \$882,000,000.

For the first eleven months, new construction put in place was estimated at \$29,828,000,000, or about five per cent above the amount for the same period of 1951. Private work was about the same; public outlays about sixteen per cent higher.

### SOUTH'S CONSTRUCTION BY STATES

	November, 1952 Contracts Awarded	November, 1952 Contracts to be Awarded	Contracts Awarded First Eleven Months 1952	Contracts Awarded First Eleven Months 1951
Alabama	\$1,271,000	\$21,560,000	\$248,665,000	\$282,355,000
Arkansas	1,105,000	8,382,000	106,266,000	148,651,000
Dist. of Col.	712,000	4,170,000	17,556,000	31,538,000
Florida	36,806,000	30,853,000	131,641,000	180,277,000
Georgia	31,122,000	26,508,000	292,839,000	210,817,000
Kentucky	5,047,000	12,914,000	569,191,000	500,580,000
Louisiana	18,368,000	31,230,000	391,822,000	403,344,000
Maryland	31,323,000	41,443,000	342,227,000	376,484,000
Mississippi	8,070,000	8,715,000	137,803,000	151,067,000
Missouri	35,407,000	16,888,000	116,739,000	169,261,000
N. Carolina	19,638,000	12,535,000	233,571,000	338,873,000
Oklahoma	13,184,000	6,832,000	144,118,000	78,469,000
S. Carolina	15,051,000	12,748,000	165,721,000	491,233,000
Tennessee	33,075,000	20,215,000	793,123,000	210,267,000
Texas	61,732,000	125,288,000	968,318,000	1,063,188,000
Virginia	40,434,000	12,421,000	275,737,000	291,162,000
W. Virginia	237,000	39,948,000	70,295,000	53,126,000
<b>TOTAL</b>	<b>\$355,617,000</b>	<b>\$412,630,000</b>	<b>\$5,335,922,000</b>	<b>\$5,293,302,000</b>



**Ernest Norris Yard**—You have to step back a mile or two to see all of this four mile long and half a mile wide transportation facility.

## The Southern is Busy Boosting the South

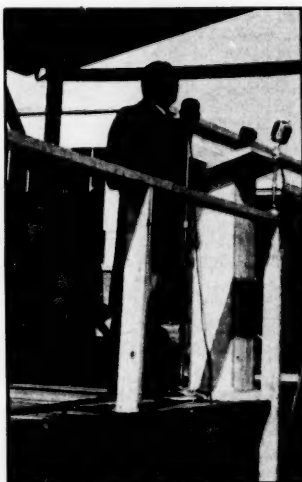
**In less than two weeks the railroad dedicated two ultra-modern rail yards and conducted a special train load of financiers on an eye-opening tour of the industrial South along its lines.**

Dedications of two new yards in cities 355 miles apart on two successive days highlighted a recent fall inspection tour of the Southern Railway System by officers and directors of several System lines.

Ernest Norris Yard in Birmingham, Ala., and Oliver Yard in New Orleans, La., provided dramatic illustrations of what the touring officers and directors had come to see—the results of the multi-million-dollar Southern Railway improvement program they had approved in recent years.

### Ernest Norris Yard

More than 300 of Birmingham's business and civic leaders watched from their places in canvas-topped "fresh air tour" cars parked beside the new diesel shop at Ernest Norris Yard as President Harry A. DeButts, former-President Ernest E. Norris, Hugh Morrow, president of Sloss-Sheffield Steel and Iron Company of Birmingham, and other railway directors formally opened the \$10 million freight classification and forwarding yard on October 29.



**Ernest E. Norris**, former president of the Southern helped dedicate the yard that bears his name.

For the preceding two hours the guests had toured the four-mile-long yard with its 92-mile track layout and various modern yard buildings. They had seen at first hand the mechanical and electronic devices and communication systems that place Ernest Norris Yard in the front rank of the country's most modern freight yards—automatically controlled switches and car retarders, automatic car journal oilers, electronic track scale and elaborate radio and talkback-loudspeaker communications systems.

### Oliver Yard

In New Orleans on October 30, the same fresh-air-tour train carried several hundred guests—including business executives from New Orleans and other parts of the country—on an eye-opening tour of the industries springing up along the tracks of the Southern's New Orleans Terminal Company.

The high point of the afternoon's trip came when the tour train halted beside the yard office at the railway's freight yard at Press Street, a facility recently rebuilt and modernized at a cost of \$2

million. Mary Moss Oliver, young granddaughter of E. R. Oliver, the Southern's vice-president (Traffic), cut the ribbons to signal the uncovering of the new sign on the building wall—"Oliver Yard." The new name had been selected in honor of her grandfather, who was just completing his 28th year in the railway's top traffic position.

E. Grosvenor Plowman, vice-president in charge of traffic of the United States Steel Company and featured speaker at the dedication ceremony, said that the new yard "has been built and will be operated to sell and develop railroad traffic."

"It is fitting for this great new yard to be dedicated to this worth-while task in furtherance of American private enterprise. It is natural for the Southern Railway System to provide this further evidence of its faith in the developing and modern South."

### Look Ahead Train

Less than two weeks after the two yard dedications, the Southern played host to more than 80 representatives of some of the country's leading banks, insurance companies and investment houses on a tour of the railway's lines through the growing industrial South on a special "Look Ahead—Look South" train.

Announcement that such a tour would be made brought such a flood of reservation requests that the Southern had to hang out the "no vacancy" sign long before the departure date of November 10.

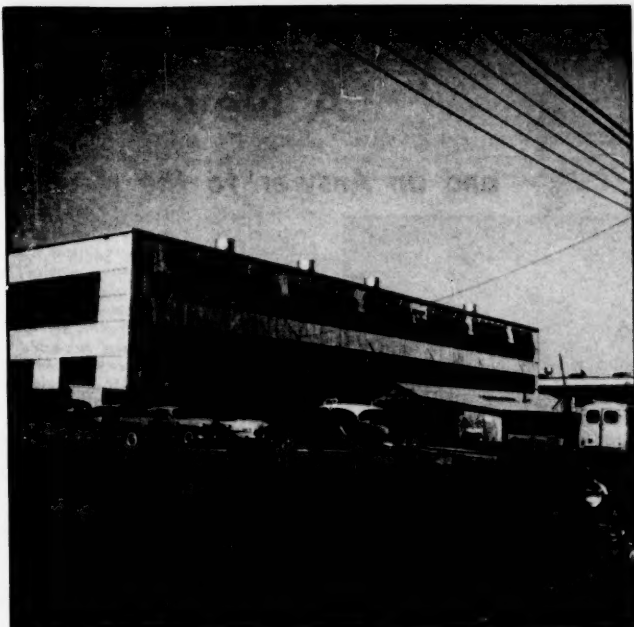
The special train's five-day tour from Washington to Atlanta, Birmingham and New Orleans and return via Chattanooga, Knoxville and Asheville called for split-second timing by railroaders all along the route and considerable concentration on the part of the touring financial executives.

Class sessions were held twice a day in the special auditorium car (the Southern's Safety Car) attached to the train. Class attendance was excellent as these astute financial students made the most of their opportunity to learn about the Southern from their "teachers"—various System officers—and their "textbook"—a thick volume of information, charts and maps of the Southern supplied by all departments of the railway.

Comments of the guests to newspapermen and railway officials during the trip showed clearly that the tour had fulfilled the purpose President Harry A. DeButts had in mind when he planned it—to acquaint financial leaders with the tremendous strides, especially in dieselization and yard improvements, made by the Southern in the past few years and to let them see for themselves the magnitude of the South's industrial growth.

"If you quote us on what we think of the South," said several of the guests, "use superlatives. We've never seen such hospitality, such progress, such a bright future."

Another group commented, "The growth of the South in the last decade has not been publicized enough—it could not be over-publicized."



**Ernest Norris Yard**—At a signal from Mr. Norris, the covering was stripped away from the top of the building above to reveal the sign on the wall of the diesel running repair shop.



**Oliver Yard**—E. R. Oliver, vice president, (Traffic) of the Southern Railway System for 28 years, addressed guests at the dedication ceremonies of the modernized freight yard that was renamed in his honor.



# Bagasse Offers the South A New Industry and an Answer to the Newsprint Problem

By McLellan Smith

A SERIOUS problem confronting the nation today is the shortage of newsprint—the paper on which our daily papers are printed. Hinging on the answer to this problem is the freedom of the press itself. During the past two decades, 749 daily papers in the United States have ceased publication, most of them quitting because of the scarcity of newsprint or because of sky-rocketing paper prices, in combination with other rising costs. With the failing dailies have been countless industrial, commercial and other publications, forced to liquidate for the same reasons.

Newspaper consolidations during the past four or five years have been more than numerous, many of them leaving large cities with only one daily paper, or with two dailies controlled by one publisher, thus leaving these communities with only one daily editorial opinion—a situation that is not good in a country accustomed to having all sides of every question. However, according to the Bureau of Standards of the United States Department of Commerce, the situation may not be as bad as it sounds, provided Southern initiative and Southern capital will step into the breach.

Whole bagasse (sugar cane wastes), coupled with this initiative and capital, can solve our newsprint shortage and, at the same time, give the South a new industry laden with many possibilities.

In a long series of tests undertaken by the Bureau of Standards, it has been very definitely determined that newsprint equal to that now in use can be made from bagasse at costs as low as those necessary to the production of the newsprint now in current use—much of which comes from Canada.

Reporting to Congress on these tests, Secretary of Commerce Charles Sawyer said it is indicated that the total cost of manufacturing newsprint from bagasse are at least as low and "in my opinion probably will be eventually much lower" than production costs of newsprint now used. He added that bagasse could be used economically as a blend with other pulp in the manufacture of standard newsprint and, because of its superior strength and other characteristics, may be suitable for the manufacture of even higher grades of paper.

Reporting further on the Bureau of Standards' tests, the Commerce Secretary said the resultant product (newsprint

from bagasse) had been subjected to every known test for comparison with the standard product. In addition, the Bureau's tests were supplemented by other work. The Government Printing Office made thorough printing tests and ran a sample issue of the *Congressional Record* on the bagasse paper. A special panel of executives of leading newspapers gave personal judgments upon the acceptability of the samples, and raised no question as to the superiority of the new paper. Thus, it would seem that newsprint made from bagasse is at least equal, perhaps superior, to that now derived from wood pulp.

A Commerce Department survey revealed the supply of bagasse ample to take care of the nation's increased newsprint demands. World output of bagasse now stands at 25 million tons annually, with about 40 per cent available from the cane fields of Louisiana, other southern states, Cuba, nearby Latin-American republics, and our own territory of Hawaii. One ton of newsprint can be produced from two tons of the material, much of which is now used as a fuel by cane mills and sugar refineries, although considerable tonnage is also used in the manufacture of fibre boards for the building industry. However, it is worth noting that bagasse as a fuel seems an expensive proposition when one realizes that newsprint is currently quoted at \$120 a ton, with little actually available at that figure—much of it moving at around \$155 the ton.

The fact that bagasse can be used entirely in the manufacture of newsprint, or as a blend with more expensive wood pulp, gives it sort of a double-barrelled advantage, in that mills now using wood pulp exclusively can, by using bagasse, materially cut production costs. Another advantage reported by the Bureau of Standards is that the cane waste product requires less water in processing, while baling and storing of bagasse is not as costly as the cutting of pulp logs and transporting them to points of use.

Expansions of capacity undertaken by the domestic newsprint industry since mid-1950 totaled 375,000 tons and involved a total investment of around \$110 million. All of these expansion projects have been granted accelerated amortization at the rate of about 45 per cent. The expansion undertaken to date falls about one-fourth short of the defense expansion goal

established by the government. No further expansion projects to fill this goal have been submitted to newsprint producers.

The reluctance of newsprint producers to undertake further expansion at this time is attributable to three factors: (a) natural business conservatism as to the feasibility of utilizing the available soft woods or the unfamiliar alternative raw materials, such as bagasse; (b) high investment costs for the acquisition of necessary timberlands and construction of new mills and the competitive disadvantage of new ventures in comparison with existing facilities built at lower costs; and (c) higher profitability of other grades of paper in relation to newsprint, resulting in a diversion of available capital and raw materials away from newsprint to such other grades.

With respect to the first objection—the reluctance to more fully utilize Southern pine—supplies of bagasse are now adequate, and fresh supplies come in with each annual crop of sugar cane. Bagasse certainly seems to overcome the industry's second objection, high investment costs for acquisition of necessary timberlands. Utilization of bagasse would require no investment in lands of any nature—the cane growers supply the land, and the sugar mills supply the bagasse. As for the cost of new mill construction as related to mills already constructed—this is a problem confronting any manufacturing enterprise today, but the 45 per cent amortization allowance would certainly take care of an appreciable portion of this cost. The third objection—greater profits obtainable with better grades of paper—is not so easy of solution, but the fact remains we must have an adequate newsprint industry. Not a few in Government have put forward the idea that Federal loans at low interest rates, and even further tax concessions are in order. This idea of Federal loans is one to be shunned as undesirable because it would indirectly subsidize large segments of the press.

There has been an understandable reluctance on the part of many publishers to encourage increased newsprint production. Many newspaper publishers have investment participation in a number of existing newsprint mills in the United States, including the two large newsprint mills in the South. In addition—

(Continued on page 58)



# SOUTHERNERS AT WORK

## Wachovia Bank Elects Ruffin to Board

William H. Ruffin, of Durham, North Carolina, one of the South's leading textile executives, was elected a member of the general Board of Directors of Wachovia Bank and Trust Company at the regular quarterly meeting held recently in Winston-Salem.

Mr. Ruffin is President and Treasurer of Erwin Mills, Inc., which operates textile plants at Durham and at other points in the State. He is immediate Past President of the National Association of Manufacturers and is now serving as Chairman of the Association's Board of Directors. He is also a former President of the North Carolina Textile Manufacturers Association.

## U. S. Pipe & Foundry Elects Two Officers

Claude S. Lawson, president of United States Pipe and Foundry Company announced that Charles S. Northen has been elected vice president in charge of



R. E. Garrett



C. S. Northen

sales and Robert E. Garrett has been elected vice president and comptroller. Mr. Northen assumes the office held by D. B. Stokes who is retiring after having been with U. S. Pipe for 42 years.

Mr. Stokes started with U. S. Pipe in 1910 and was successively salesman, sales agent, eastern sales manager, western sales manager, general sales manager, vice president since 1926 and director since 1928. He was active in the affairs of the cast iron pipe industry, American Water Works Association and American Gas Association.

Mr. Northen is a native of Atlanta, Georgia and an engineering graduate of Georgia Tech. In 1929, he became vice president in charge of sales for Avondale Mills. Leaving that company in 1945 he became vice president of sales of Sloss-Sheffield Steel & Iron Company. Mr.

Northen is a director of several companies and is active in civic affairs, being a director of the Birmingham Chamber of Commerce and serves on the executive board of the Boy Scouts. He is a member of the American Iron & Steel Institute, American Foundrymen's Society and American Ordnance Association.

Mr. Garrett is a native Alabamian and attended school in Birmingham and at the University of Alabama. He has worked for Sloss-Sheffield Steel & Iron Company since 1929, his first job being as errand boy. He advanced through all departments of the accounting division and in 1945 was appointed executive assistant, and in 1951 was made assistant to the president.

## Gatton Named Vice President By Kentucky Chamber

Harper Gatton, Madisonville, superintendent of the Madisonville and Hopkins County schools, was named recently as executive vice president of the Kentucky Chamber of Commerce. The announcement was made by David F. Cocks, Louisville, president of the State Chamber.

Gatton succeeds George Mascott, who had held the position since 1949. Mascott recently resigned to accept the position of director of the department of state chambers of commerce of the Chamber of Commerce of the United States at Washington. This newly created department is an entirely new division of the national body designed specifically to serve the interests of state chambers of commerce, as similar departments are now serving specific interests of city chambers of commerce and trade organizations.

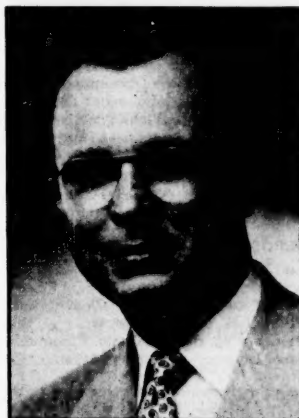
Former world-wide president of Kewanis International and a director of the Kentucky Bank & Trust Company of Madisonville, Gatton assumed his new responsibilities on December 1.

## Layne & Bowler Names Public Relations Director

The appointment of A. O. Putnam as Public Relations Director of Layne & Bowler, Inc., Memphis has been announced by W. H. Reeves, Vice-President and General Manager.

Mr. Putnam has been advertising manager of the Corporation for some time and the new appointment brings all advertising and public relations under his direction. He is a native Texan and has had wide experience in the advertising field, holding responsible executive positions with leading firms in Atlanta, Dallas, Memphis and other southern cities. His home is now at 3123 Waco Cove, Memphis.

Layne & Bowler, Inc., is one of the best known industrial firms in the south and for over fifty years has engaged in world-



A. O. Putnam

wide sales and installation services on water wells and pumps. Layne maintains sales and installation service offices in nearly thirty foreign cities among which are such well known places as Paris, France—Quito, Ecuador—Mexico City—Lima, Peru—London, Ontario—Buenos Aires, Argentina—Caracas, Venezuela—and Cairo, Egypt.

One of Layne's most important recent installations was 47 wells for the Savannah River Project (Atomic Energy Commission).

## Wilson Named Vice President Of Giant Cement Companies

Giant Portland Cement Company and its subsidiary Carolina Giant Cement Company announce the election of John D. Wilson of Rapid City, South Dakota, as executive vice president of each company.

Mr. Wilson has been secretary-treasurer of the South Dakota Cement Plant at Rapid City since 1946. He is a native of South Dakota, attended the South Dakota State School of Mines and Technology and is a graduate of the University of Nebraska, College of Law.

## Frisco Names Baker Assistant to President

H. A. Baker, traffic manager for the Frisco Railway at Springfield, Mo., has been appointed assistant to the president

(Continued on page 52)

# Southerners

(Continued from page 51)

at Memphis, Tenn., to succeed the late John A. Moran, President Clark Hungerford announced Nov. 14. The appointment was effective Dec. 1.

Baker, who is 48 years old, is a native of New York City. He attended Kansas University and joined the Frisco in October, 1928, as a diversion clerk in the traffic department at Kansas City, Mo.

Subsequently he became soliciting freight and passenger agent at Wichita, general agent at Wichita, assistant general agent at Springfield, and division freight and passenger agent at Springfield. He has been traffic manager at Springfield since August, 1944.

## Bendix Names Cleaves To Sales Manager Post

Rear Admiral Willis E. Cleaves, U.S.N. (Ret.) has been named General Sales Manager of Bendix Radio Communications Division of Bendix Aviation Cor-



W. E. Cleaves

poration, it was announced by Edward K. Foster, General Manager of the Radio Division and Vice President of Bendix Aviation. He succeeds Arnold Rosenberg who has resigned.

Admiral Cleaves, who was formerly director of aviation sales for Collins Radio Company, only recently joined Bendix as assistant to the general manager. A graduate of the Naval Academy with the class of 1924, Admiral Cleaves was among the first group of his class to enter naval aviation, earning his wings at Pensacola Naval Air Station in 1926. As officer in charge of the radio and electrical section of the Bureau of Aeronautics from 1939 to 1941, Admiral Cleaves was active in guiding an important part of the Navy's expansion during World War II.

## Pan-Am Southern Names Yockey, Adv. Manager

Appointment of Hal R. Yockey as advertising manager for Pan-Am Southern Corporation was announced Nov. 19 by H. S. Read, Vice-president in charge of sales for the company.

Mr. Yockey succeeds the late Kenneth A. Rotharmel, advertising manager for Pan-Am for 26 years, who died last month.

A native of New Orleans, Mr. Yockey was a member of the news staff of *The Times-Picayune* before joining Pan-Am in January, 1951.

Mr. Yockey joined the oil company as editor of publications in 1951. He began the "Pan-Am Southerner," a monthly magazine which received one of the four top awards of the Society of Associated Industrial Editors after its first year of publication.

Early this year he was named assistant advertising manager, the position he held until his new appointment.

## Standard-Coosa-Thatcher Names Harris, President

S. Herschel Harris, formerly vice president in charge of operations, was elected president of Standard-Coosa-Thatcher Company at the annual meeting. He succeeds Richard C. Thatcher, president for the past 18 years, who was elected chairman of the board.

Richard C. Thatcher, Jr., was elected assistant vice president. He was formerly thread sales manager. Roy E. Butler, formerly chief accountant, was elected assistant treasurer.

Re-elected officers are F. R. Harris, vice president in charge of sales; S. M. Gamble, executive vice president; C. W. Joiner, vice president; A. H. Thatcher, treasurer; E. S. Davis, secretary; D. B. Barlow, assistant treasurer; C. B. Bennett, assistant treasurer.

The following directors were also re-elected: D. B. Barlow, W. C. Cartinhour, J. A. Chambliss, S. M. Gamble, F. R. Harris, S. H. Harris, R. J. Mathewson, F. G. Miller, T. R. Preston, G. V. Strong, A. S. Thatcher, R. C. Thatcher, J. S. Verlenden.

## National Carbide Appoints New Plant Managers

When National Carbide's new plant opens at Calvert City the first of the year, the works manager will be C. E. McKim, former manager of the Louisville plant, according to an announcement made by J. Carl Bode, president of the National Carbide Company, a division of Air Reduction Company, Inc.

Mr. McKim joined National Carbide at its Keokuk plant in 1929. In 1941 he was transferred to the Louisville plant to take charge of the crushing and packing operations. A few years later he became director of maintenance, and in 1948, plant superintendent. On January 1, 1952

Mr. McKim was appointed works manager at Louisville.

Astor Brown, who succeeds Mr. McKim as works manager at Louisville, has been with the company more than ten years. Mr. Brown was appointed works manager of the Ivanhoe plant in 1950, and held this position until his recent transfer to Louisville.

## A.C.F. Names Raiche Works Manager at St. Charles

Louis G. Raiche has been appointed works manager at the St. Charles, Mo. plant of the American Car and Foundry Company, according to an announcement of Clifford W. Sponsel, vice president in charge of ACF's recently organized aircraft division. Mr. Raiche is in charge of the production of fuselage sections for the Boeing-designed B-47, now being delivered to the Air Force by both Boeing and Douglas.

Mr. Raiche, a native of Rockville, Conn., is a mechanical engineering graduate of Rensselaer Polytechnic Institute. He entered aviation in 1928 as an engineer with the Curtiss Aeroplane & Motor Co. at Garden City, L. I., remaining through its consolidation with others as the Curtiss-Wright Corp., becoming Buffalo factory manager in 1944.

## Gerotor May Elects New Engineering V. P.

The Gerotor May Corporation announces the election of B. Frank Quintilian as vice-president in charge of engineering. Mr. Quintilian has been associated with Gerotor May for twenty years and has served for several years as chief engineer.

Gerotor May manufactures hydraulic pumps, fluid motors and pneumatic materials—handling devices for industry.

## Gow Named Sales Manager For Reichhold Textile Division

Reichhold Chemicals, Inc., New York City, has announced the appointment of Robert Gow as sales manager of the firm's newly-created Textile Division, with offices at Charlotte, N. C.

Prior to joining the Reichhold organization, Mr. Gow was engaged in sales development of synthetic resins for textile finishing and sizing with Monsanto Chemical Co. for seven years. Before his wartime service with the Army Air Force, he was associated with Lanett Bleachery and Dyeworks, West Point, Ga. He is a member of the American Chemical Society and the American Association of Textile Chemists and Colorists.

Already the world's largest producer of synthetic resins, with 10 domestic and 19 foreign plants, Reichhold Chemicals has heretofore done only a slim portion

of its \$100 million annual sales volume within the textile industry. The company announced in August of this year, however, that it is about to produce an expanded line of finishing and sizing resins at Charlotte, while carrying forward its research there on antistatic, delustering, detergent and sequestering agents for both natural and synthetic textiles.

## Broome New Manager Of Albany Chamber

F. William Broome recently resigned as manager of the Panama City Chamber of Commerce to accept a similar post with the Albany, Ga. chamber.

Mr. Broome took the position at Panama City in 1951. He is widely known in community-service circles, and is a past office manager of the Georgia State



F. W. Broome

Chamber of Commerce in Atlanta. He gained his first experience in the chamber of commerce field in 1946 and 1947 when he was executive secretary and magazine editor for the Georgia Junior Chamber of Commerce.

During his tenure of office at Panama City the chamber membership has increased from 260 to 500. Income for the chamber has risen from \$14,000 to more than \$37,000.

Outstanding projects of the Chamber during his service include: Securing of the Seaboard Machinery Co. plant; full scale advertising program; successful securing of a badly needed dredge to deepen the channel entrance to the Bay; a renewed retail promotion program; full support of Southern Airways in efforts to secure northbound air service and many other progressive projects.

## SSIRCO Promotes Deegan and Peek

Anthony F. Deegan, formerly sales representative, has been made manager of Southern States Iron Roofing Company's

Memphis warehouse. He succeeds Marion L. Peek who has been transferred to Savannah, Ga. and promoted to warehouse



A. F. Deegan



M. L. Peek

supervisor for the company's sixteen wholesale warehouses.

A native of Savannah, Deegan joined Southern States in 1945 as an accountant in the general offices there. In August of 1950 he went to Memphis as assistant branch manager. He became a sales representative in April of this year.

Peek has been with the company for fourteen years. He has managed the Memphis warehouse since it was opened in November, 1949. Prior to that time he was assistant branch manager of the Savannah warehouse.

## General Box Names Manager of Wood Box Div. at Louisville

J. A. Cragwall, President of the General Box Company, has announced the appointment of R. G. Hayden as Plant Manager in charge of the company's Wood Box Division at Louisville, Kentucky. Mr. Hayden's appointment follows the company's policy of promoting from within. He joined the company in 1937 as Planning Clerk in the Corrugated Division at Kansas City, Missouri.

In 1946, after several promotions at Kansas City, he was brought to the Executive Office in Chicago and made Purchasing Agent in charge of purchasing veneer, plywood, wire and nails for all of the company's ten plants.

## N&W Names Blair Western Gen'l Div. Supt.

C. P. Blair became general superintendent of the Norfolk and Western Railway's Western General Division on December 1, and H. B. Smith was moved up to Mr. Blair's former job as general superintendent of the road's Eastern General Division. Mr. Blair, whose headquarters are in Bluefield, W. Va., succeeds the late J. P. Jackson. Mr. Smith moved to Roanoke from Bluefield where he has been assistant general superintendent of the western general division.

Other December 1 personnel changes announced by the N. & W. include:

J. Y. Nicholson retired as chief dispatcher of the Norfolk Division at Crewe and was succeeded by James W. Carter, former Norfolk Division night chief dispatcher. Henry T. Nase, Norfolk Division relief night chief dispatcher, is promoted to Mr. Carter's former job.

In Norfolk, Va., J. H. Robertson retired as terminal trainmaster and was succeeded by William S. Ballard, assistant terminal trainmaster.

C. P. Yost, roadmaster of the Durham District, retired at South Boston and was succeeded by Walter S. Clement, formerly assistant roadmaster, Pulaski District. Mr. Clement's position at Pulaski was taken by J. J. Kendrick, Jr., inspector in the office of the manager of roadway maintenance, Roanoke.

Martin W. McMahon, Jr., foreman in the telegraph and signal department, has been promoted to assistant general foreman, telegraph and signals, succeeding the late M. L. Mitchell.

## Frisco Names Williams Director of Development

E. A. Williams, general industrial agent for the Frisco Railway here, has been promoted to director of development. J. F. Gilliland, assistant to the president, announced recently. Williams succeeds V. H. Biedermann who recently was named freight traffic manager.

At the same time, Gilliland announced the promotion of James F. Mohan, industrial agent, to succeed Williams.

Williams joined the Frisco in 1926 as a secretary in the law department. Subsequently he held various clerical posts until June, 1946 when he became assistant to the industrial commissioner. Later that year, he was named industrial agent and in 1951 was named general industrial agent.

Mohan started with the Frisco in 1941 as an office boy. He held various clerical posts until 1947 when he became traffic representative. He was named assistant industrial agent in 1950 and industrial agent in 1951.

## Jarecki International Names Suder, General Manager

Jarecki International Supply Division, H. K. Porter Company, Inc., Dallas, Texas, announced the appointment of F. E. Suder as General Manager of the division.

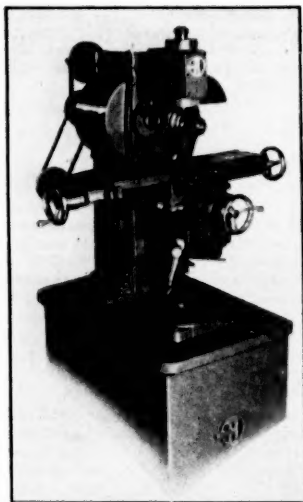
Mr. Suder, until now Sales Manager of the division, will be in complete charge of all operations of Jarecki International. His experience covers more than 35 years in various phases of the oil and gas industry.

He has held sales and management positions with National Supply Company and International Derrick and Equipment Company before becoming associated with Jarecki International in 1951.

# NEW PRODUCTS

## Bench Mill

**Rotex Punch Company, 4726 East 12th St., Oakland, Calif.** — A new, compact bench mill of such unusually sturdy design and great rigidity that it accomplishes the heavy work ordinarily requiring larger, expensive mills is now available and priced unusually low. Even work requiring a 12 in. length, 9 in. vertical and 5 in. traverse travel is accomplished readily on its 5 in. x 20 in. table surface



Rotex Mill

... a remarkably high degree of table surface utilization.

Special construction features provide the great rigidity: The large diameter spindle supplied with a No. 10 B&S or No. 4 Morse taper and operating at 15 separate forward or backward speeds is equipped with large Timken bearings; all ways are of the dovetail type and are hand scraped; table and knees are exceptionally wide for a machine of this size.

Milling of table T slots from solid insures inflexible anchoring of work itself. All screws are of "Stress Proof" and are milled from solid.

## Plastic Liner

**The Atlas Mineral Products Company, Mertztown, Pa.** — A new type plasticized polyvinyl chloride sheet to supplement its present series of Atlastavon Linings. The new product will be designated Atlastavon 20 and will be installed by approved applicators, as well as at the Mertztown and Houston Lining Shops. This product

is resistant to alkalies, corrosive salts and most acids including nitric and chromic acids. It is applied by a new technique developed as a result of over three years of research.

## Fiber Glass Safety Hat

**United States Safety Service Company of Kansas City** — The new Saf-Hed-Hat now being manufactured, fills a need for a more rugged safety hat with longer life that is still light in weight and comfortable to wear. Fiber Glass offers the greatest strength-weight ratio of any material currently being used in the manufacture of safety hats. Fiber Glass, a highly resilient material, will not split, crack or deform which makes it a highly desirable material for safety hats.

The manufacturers of the Saf-Hed-Hat claim it meets the A.S.A. Code for dielectric breakdown and exceeds the A.S.A. Code for impact resistance. The cradle of the hat can be quickly and easily adjusted to fit all head sizes and complies with Federal specifications. It is further claimed that due to the durability of fiber glass material that this new safety hat will wear twice as long and cut costs in half.

## Scale Remover

**Apex Engineering Co., Chicago 1, Ill.** — Scale forming in pipes, evaporators, condensers, heat exchangers, water heaters and coils that robs industry and home-owners of millions of dollars yearly in high fuel and power bills can now be safely and quickly removed with Rydlyme solvent, according to the manufacturer.

Scale on heating surfaces slows up the transfer of temperatures. It impedes the travel of liquids, makes operating equipment wear excessively and operate with reduced efficiency.

The fact that Rydlyme is completely safe is illustrated by a demonstration the company uses to show its non-corrosive, yet fast-dissolving qualities. A particle of scale is held in the hand by a company representative and a small amount of it is poured on the scale. In a few moments the scale disappears into a harmless gaseous state. Water is completely safe for drinking purposes after pipes are cleaned by Rydlyme.

## Roller Type Pump

**Hypro Engineering, Inc., Minneapolis, Minn.** — An 800 R.P.M. roller-type pump designed for belt and pulley or direct drive operation on electric motors or gas engines.

Design of the product followed a popular demand for the Hypro model 750

heavy duty pump; the new pump is a "junior" model of the Hypro 750 and utilizes the same design at lower capacities, selling for \$10 to \$20 less.

Named the 6000 series, the new pump is specially adapted to handle wettable powder mixtures as well as emulsified solutions. It is recommended by the manufacturer for a wide variety of spraying and transfer jobs, including weed spraying, livestock spraying, insect control and special industrial uses. The unit is instantly self-priming, will deliver approximately 12.5 gallons per minute open discharge at 800 r.p.m. with recommended pressures to 200 lbs.

It features "Ni-Resist" case and rotor with tough, resilient nylon rollers for positive liquid displacement and long life. Permanently lubricated ball bearings and stainless steel shaft ensure smooth, continuous operation under heavy usage. The Hypro 6000 is also available in cast iron at \$10 less than the "Ni-Resist" model.

## High Capacity Pump

**American Hard Rubber Co., 93 Worth Street, New York 13, N. Y.** — The patented Jabsco flexible neoprene impeller pump is now available in hard rubber construction for handling acids, alkalies, and other corrosives at moderate cost.

Though nominally only  $\frac{3}{4}$  in. in size, the pump delivers 15 gpm. at 22 ft. head, or 5 gpm. at 72 ft. head. The maximum capacities are 95 ft. head or 16 gpm. It pumps viscous or thin liquids. It is resistant to alkalies, solutions of metallic salts, inorganic acids, hydrochloric acid any strength—in fact, any liquid that can be handled by neoprene, as the hard rubber casing generally is more resistant than the impeller.

The Ace Jabsco pump is self priming. It will start instantly against suction lifts of 6 ft. without a foot valve. When primed, it will handle suction lifts as high as 14 ft.

The self-lubricated flexible neoprene impeller is said to outlast conventional metal rotors and gears; is self compensating for wear. The impeller can be replaced quickly by simply removing the cover plate.

## Photo Copy Machine

**General Photo Products Co., Inc., Chatham, N. J.** — This machine, known as the Tru-Copy-Photo Dual Model makes photo copies up to size 18" x 24" of anything typed, printed, written or drawn, etc., in 3 to 5 seconds exposure... and also makes burn-in plates up to size 11" x 17", in approximately 10 minutes, for use with all types of offset presses. For the burn-in process, you can use a film negative or a paper negative. The latter can be made with this machine at a cost of about 15¢ each.

The machine comes equipped with a super-powerful set of cold lights. Additional features include, unbreakable glass top, removable filter, two timers (one for photo copy work and the other for making plates), high compression cover, positive lock handle.

## Filing Cabinet

**Empire Development Corporation, 15 Park Row, New York 38, N. Y.**—The DRAW-IN-DEX cabinet files blueprints safely, neatly, conveniently without wrinkles, creases or curled edges; saves valuable hours searching for misplaced prints. Carefully designed and engineered to meet the problems of every organization that uses blueprints, drawings, tracings, surveys, maps, plans, charts, photostats, photo blow-ups, and art work, etc.

DRAW-IN-DEX accommodates 1,250 prints. Each print hangs smoothly, index file locates the prints instantly. All prints immediately accessible. Any print removable without disturbing the others. Suspension rods support the drawings that are very easily attached to manila hangers. Newly developed aluminum hangers permit filing a large number of drawings together. Cabinet is designed so that when the front panel is opened, any drawing may be immediately filed or removed.

## Feed Regulating Weigher

**Sintering Machinery Corp., Transportometer Division, Netcong, New Jersey**—A new feed regulating Transportoweigher for automatically and continuously transporting, weighing and maintaining pre-set rate of feed of any finely divided material in the chemical and processing industries, smelting and refining, mining, food, feed and grain processing, fertilizer and other industries requiring continuous weighing and feed regulating of fine materials.

The 24" belt, feed regulating Transportoweigher is designed to handle ground phosphate rock, 55%—200 mesh and weighing approximately 5 lbs./cu. ft. This particular machine will be operated at pre-set capacities between 10 and 24 short tons per hour. A knurled feed rate setting handwheel mounted inside the dust tight scale cabinet presets the capacity to any rate within the 10-24 tons/hour range. The integrator records on a direct reading tonnage totalizer the tonnage passing over the belt; the tonnage indicator, calibrated 0 to 100% of capacity, indicates the instantaneous weighing rate. The tonnage indicator can be calibrated in tons/hour, lbs./min., or any special scale reading, as desired.

The weight integrator, mounted in the dust tight cabinet, is a completely mechanical, gear differential type; the speed of one side varying as the conveyor belt

speed, the other side varying as the momentary weight on the suspended idlers. The output shaft is geared directly to the direct reading tonnage totalizer. Unlike other types of continuous weighing equipment, there is no inherent error in the integrator, and pneumatic and electrical connections are not necessary for its operation.

## Maintenance Tool

**Anco Instrument Division, American Nameplate & Manufacturing Co., 4254 W. Arthington St., Chicago 24, Ill.**—A new portable electronic instrument for locating sources of trouble in all types of mechanical equipment.

Known as the Elec-Detec, this electronic stethoscope saves time, work and trouble for maintenance men by locating friction noises in bearings, pistons, gears, ratchets, cams, clutches, and other parts, it is stated.

The instrument uses a metal probe which serves as a microphone to locate the exact source of tell-tale noise. Sound impulses are transmitted through an amplifier to headphones. The Elec-Detec helps you diagnose the trouble and determine quickly where to make repairs without tearing down the entire equipment. Sounds can be detected at low speed that otherwise would be heard only at high speeds.

## Ratchet-Lever Hoist

**Coffing Hoist Co., 800 Walter St., Danville, Ill.**—The new Model R coil-chain ratchet-lever hoist introduces many new convenience and safety features, according to the manufacturer. The Model R retains the unique ratchet and pawl operating principle originated by Coffing and used in previous models for over 25 years. This type of construction, it is claimed, eliminates the necessity of a friction brake. The load is suspended on the ratchet and pawl at all times, thus cannot slip, nor will the holding mechanism freeze.

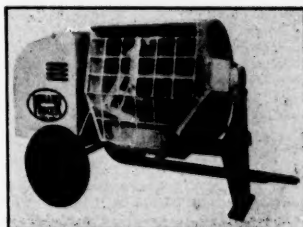
Use of coil instead of roller chain in the Model R is said to permit the chain to swing or wrap easily in any direction. When not under load, it may be pulled freely through the hoist head for quick adjustment. The new Model R also gives added advantages in operation and servicing, according to the manufacturer. The handle operates in any position, it is stated, which solves the problem of working in cramped quarters or where there is little head room. Also, the handle can be operated with either partial or full strokes, depending upon space limitations and desire of the operator. Safety stops prevent spinning of the handle.

# NEW PRODUCTS

## Muller Mixer Models

**Muller Machinery Company, Inc., Metuchen, New Jersey**—Three new models of its plaster and mortar mixers, designated as Series 100, Series 120 and Series 160. All three incorporate the paddle shaft seal originated by Muller, for which patents are pending. The manufacturer states that this seal gives positive bearing protection and guarantees the seal unconditionally for the entire life of the mixer.

The Series 100 is generally referred to as the 3½ ft. Model. This is now Muller's



Muller Mixer 120

smallest size, corresponding to the widely used recently discontinued 3 ft. Model, but made with a larger drum for light weight materials, and with several improved features. Included in these are a power throw-out, a hinged engine housing, self lubrication, self-aligning bearings, ball thrust on paddle shaft, and a new safety grid. This model is powered with a 1 H.P. Electric Motor.

## High Pressure Blower

**Standard Electric Manufacturing Co., Inc., West Berlin 12, N. J.**—A high pressure blower that quickly removes fumes, smoke, dust, sawdust and obnoxious odors. The precision made, all-aluminum, high quality blower moves up to 450 cubic feet of air per minute. On the standard unit, made with a 5¼" inlet and 3¼" outlet, power is supplied by an enclosed 1/6 hp. Westinghouse, 115 V, single phase AC, 3450 rpm motor. However, larger sizes with different speeds and different current characteristics can be obtained.

## Waterproof Sandpaper

**Behr-Manning Corporation, Troy, N. Y. Division of Norton Company**—A new waterproof sandpaper for industrial users—Tufbak Speed-wet Durite Paper.

(Continued on page 56)



# NEW PRODUCTS

(Continued from page 55)

Highlighting the features of Tufbak are freedom of cut and ability to maintain the initial sharp "bite" necessary in wet sanding. An entirely new, extremely tough backing permits maximum flexibility. Its increased body strength resists creasing, cracking and curling.

This combination of toughness and flexibility increases durability, mileage, "hand," and resistance to skidding and peeling of grit. These advantages are obtained whether the sheet is soaked in the usual liquids for a few minutes or for hours.

The development of Tufbak is the result of many years of intensive research in the Behr-Manning laboratories. A new million-and-a-half dollar building, covering over 49,000 square feet, has been erected to house the Tufbak manufacturing activities.

## Sheet Metal Slitter

**The Lockformer Company, 4615 West Roosevelt Road, Chicago 50, Illinois.** The new Lockformer Slitting Attachment provides power shearing for sheet metal of 20 gauge or lighter, handles any length from 1 in. to infinity and holds a tolerance to 1/32 in. on an 8 foot sheet. It is equipped with a mechanically operated back gauge which is always parallel to the shear line; it will shear as little as 1/4 in. from a sheet, or the guide can be set as far back as 24 in. so that any slitting job can be handled on material as wide as 48 in.



Lockformer Slitter

The new Slitting Attachment fits Models 20 and 22 as well as the inexpensive and portable Model 24. It is installed in about 10 minutes and is practically foolproof in operation. Re-sharpening, when necessary, is confined to two small rolls instead of the conventional two large blades and, because of its light weight and compact design, it is ideal for actual "on-the-job" use—is a real "portable" piece of equipment.

## Vacuum Tester

**Gits Bros. Manufacturing Co., 1806 S. Kilbourn Ave., Chicago, Ill.**—A Vacuum Tester that is claimed to be both inexpensive and amazingly versatile.

The Gits Vacuum Tester can test countless items including shaft seals, diaphragms, cylinders, bellows, castings, small fuel tanks, pneumatic valves of all types, manifolds, miscellaneous aircraft parts, magneto parts, plastics, rubber and graphite—to list just a few.

Tests can be run to reveal porosity or surface fissures—or to "prove" lapped surfaces, ground surfaces or surface flatness. The unit can also test effective sealing of complete assemblies and the efficiency of air cylinders.

Eliminating the costly, clumsy, time-consuming water immersion test, this new tester is easy to operate. Even unskilled labor can run tests with maximum efficiency.

## Variable Speed Drive

**Dodge Mfg. Corp., Mishawaka, Ind.**—A new variable speed drive incorporating the Taper-Lock principle. Engineering features in the four units which comprise the new drive cut down-time on speed changes and increase production, according to the manufacturer.

Components of this new Dodge Variable Speed Drive are: (1) a variable pitch motor sheave; (2) a set of wide range belts; (3) a companion sheave; (4) a slide motor base. The famous Dodge Taper-Lock principle is used in the bushings for both sheaves in the new drive and contributes greatly to the rapidity and ease with which speed changes can be made. The drive is exceedingly compact; the sheaves occupy a minimum space on the shaft.

The variable sheave assembly locks on the motor shaft as a unit with the turn of a screw.

The pitch diameter is changed easily and positively by means of a one-point adjustment. The single adjusting screw may be located at either end of the sheave although normally the sheave is factory assembled with the adjusting point located on the motor side. The pitch diameter can be set accurately and cylinder speeds held to extremely close limits.

## Custom-fabricated Protectors

**Precision Paper Tube Co., 2035 W. Charleston St., Chicago 47, Ill.**—Custom-fabricated thread protectors for safeguarding external and internal threads and surfaces on machined parts. Through

an exclusive process, external protectors can be imprinted with the name and address of the parts manufacturer, part no., etc.

Made of kraft, fish paper, cellulose acetate or combination, these protectors not only safeguard against thread or surface damage, but also act as a highly efficient seal against dust, dirt, grit or rust. Acid free and non-corrosive, they can be used to keep out oil or grease or can be used as lubrication retainers. Slight per unit cost makes them economically expendable when used for protective purposes during shipment or delivery. However, where re-use is possible or desirable, as in storage or intra-plant protection, special materials to withstand repeated handling can be incorporated.

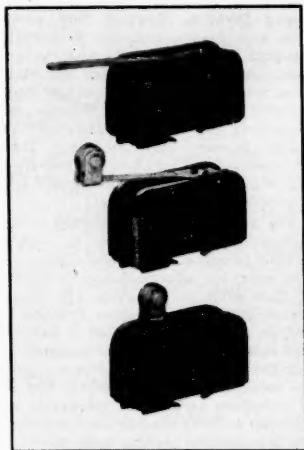
## Snap Action Switches

**Micro, Freeport, Ill.** A new series of snap-action switches, designed for actuating forces as low as 1/2 ounce.

The switches are provided with rigid lever integral actuators which adapt them to actuation by cams or by straight-line motion.

The new series is particularly useful in low-force, cam-actuated applications on timing clock motors, instruments and meters. The switches also are widely used in rotary switch assemblies, in sequence switching gangs, and in general limit switch applications.

Type "W80" has a flat lever actuator designed for operation by straight-line motion or slow-moving cams. "W80" switches can be operated by a force as low as 1/2 ounce. Type "W82" switch has



Micro Snap Switch

a hardened steel roller on the end of the lever for reducing friction in cam actuation. Type "W822" has a short roller lever actuator designed for fast cam actuation or for applications in which compactness and maximum resistance to vibration are required.



## THEIR FIRST CHRISTMAS AWAY FROM HOME

# A whole Company of Marines said "THANKS"

How a group of telephone women  
helped to make it a Merry Christmas  
for the men in Korea

Helping others to have a Merry Christmas is a tradition among telephone people. In recent years there has been an increasing number of gifts for those in the service.

One group of telephone women observed last Christmas by sending a holiday package to every man in Company E of the 1st Marines in Korea. They adopted this company in remembrance of Corporal Richard E. deVilliers, a gallant fellow-worker



Members of the TEVS, the Telephone Employees Volunteer Service in San Francisco, holding the scroll of thanks from the Marines. It is one of their proudest possessions.



Santa's suit was made by a South Korean who had never seen or heard of Santa Claus. South Koreans also took turns in drawing the jeep trailer.

who was killed in action while serving with Company E.

You can imagine what happened when all those packages arrived.

The boys made quite an occasion of it. There was much scurrying around to get a Santa Claus suit. None was available but finally they found a South Korean who could sew and the job was completed after a lot of picture drawing and explaining. Then Santa was mounted on a jeep trailer and drawn along in state.

After the packages were opened, a scroll of appreciation was signed by

every member of the company and sent back to this country. More than two hundred of the men wrote letters of thanks.

"Your kindness," wrote their Captain, "brought happiness to the hearts of a group of Marines, many of whom were spending their first Christmas away from home."

It all turned out so well that it was decided to do the same thing again this year. So hundreds of packages are again on their way across the seas to help make it a Merry Christmas in Korea.

**THIS IS JUST ONE OF MANY WAYS** in which telephone people in many communities say "Merry Christmas."

Whether it's dressing dolls for orphaned children, or contributing trees and turkeys and baskets of food, telephone men and women are spurred by the desire to be helpful. Through all the year they try to keep good will and "The Voice With The Smile in telephone service."

**BELL TELEPHONE SYSTEM**



# Bagasse

(Continued from page 50)

tion, some of the larger publishers have heavy investments in Canadian newsprint mills. Naturally, these publishers with investments in production facilities in this country, or in Canada, are not too concerned with newsprint shortages. On the other hand, hundreds of the smaller dailies, and nearly all of more than 4,000 weeklies are gravely concerned.

A definite ratio exists between the United States total consumption of newsprint and the Federal Reserve Board Index of Industrial Production. This correlation points to a constant growth trend, and the index serves as a reliable gauge by which to estimate future newsprint demands. Given a projection of the FRB index in the future, requirements for newsprint will conform relatively closely to the ratio that has existed in the past two decades. By using projected levels of the FRB Index of Industrial Production for the years 1952-55, it is indicated that total United States requirements for consumption of newsprint in 1955 would be about 6,900,000 tons—and it is bald fact that as of this moment we do not know how this tonnage will be achieved without expansion of the industry, and one way to expand it without the investment in new timberlands is utilization of our native supplies of bagasse as well of the supplies available from our Latin-American neighbors. And, it should be borne in mind that southern ports would gain by such importations.

It is technically and economically feasible to store bagasse for indefinite periods of time. The sugarcane grinding season is about 2½ months in Louisiana

and about six months in Florida and Puerto Rico. Year-round availability in those areas presents no difficulty; when properly baled, treated, and stacked, bagasse can be kept for several years without significant loss. In Hawaii the cane-grinding season extends throughout most of the year, thus requiring little or no storage for the bagasse produced.

Although the United States is not a major sugarcane producer, ample quantities of bagasse are available yearly in Louisiana and Florida to support at least two newsprint mills of economic size utilizing bagasse as a raw material. And, as previously pointed out, even greater quantities are available from Cuba and Puerto Rico, all within economic sailing distance of the principal southern ports—New Orleans, Jacksonville, Mobile, Savannah, Charleston and others.

## How Much Freedom

(Continued from page 45)

the political level most competent to judge and appraise a given proposal.

Where does this leave us, particularly those of us engaged in the field of business and industry? It is our belief that the public interest can best be served by allowing the largest possible play of free creative thought, by the least possible restriction upon enterprise. We feel that the public welfare is best served in this fashion.

If we are to have the American people support and sustain us, we must show them that this is true. Fortunately we

need resort to no subterfuge. Americans have achieved their high standard of living, their strength and their premier position before the world through their devotion to freedom. We must be very sure that any move which limits that freedom does not promise more than it can fulfill or cost more than it is worth. I would commend this thought to our new president, with our prayerful wish for a happy and equitable solution.

## U. S. Steel Announces Top Management Changes

Five major changes in the top management of United States Steel were made at a meeting of the Board of Directors on Nov. 25, it was announced by Benjamin F. Fairless, Chairman of the Board and President of the Corporation.

Clifford F. Hood, a former Illinois farm boy, was elected President of the Corporation effective on January 1, 1953, and a member of the Board of Directors effective immediately. He also becomes a member of the Finance Committee. Mr. Fairless will continue as Chairman of the Board and Chief Executive Officer of the Corporation.

Robert C. Tyson was elected Vice Chairman of the Finance Committee and a member of the Board of Directors and of the Finance Committee of the Corporation, effective immediately. He will also continue as comptroller.

Harvey B. Jordan was elected Executive Vice President—Operations of the Corporation effective on January 1, 1953.

Walter F. Munford was appointed President of the American Steel & Wire Division of United States Steel effective on January 1, 1953.

Howard E. Isham was elected Vice President and Treasurer of the Corporation effective on December 1, 1952. He will succeed Max D. Howell, who will retire from these posts on November 30, 1952.

As previously announced, United States Steel Company will be merged into the United States Steel Corporation effective at the beginning of 1953, when the parent company will become primarily an operating company.

Born on a farm near Monmouth, Ill., on February 8, 1894, Mr. Hood attended grade and high schools in this rural area. Like many another farm boy, he had a full schedule of regular chores and a three-mile walk to the schoolhouse. Upon graduation from high school at Galesburg, Ill., he enrolled at the University of Illinois, where he received a degree in electrical engineering. After completing his education, he became associated with the Packard Electric Company, at Warren, Ohio, and in 1917 joined the United States Steel organization as an operating clerk at the electrical cable plant of American Steel & Wire in Worcester, Mass.

On January 1, 1950, he became President of the former Carnegie-Illinois Steel Corporation, and a year later, when that company became a part of United States Steel Company, he was made Executive Vice President—Operations.



"And that is the river where you'll find prices are slightly higher west of"



## Sailor Beware! The Old Man of The Sea!

**W**HO has not read of Sinbad, as told in the Arabian Nights by glamorous Scheherazade?

Shipwrecked on a strange island, the unfortunate sailor came upon a weak old man. Moved by compassion, Sinbad took the feeble fellow on his back, carried him over the brook, gathered fruit and fed him. But when Sinbad asked him to get down, the old man refused, wrapping his legs about his neck, almost strangling him.

The sailor fainted and fell down, yet the old man clung ever closer. He rained blows on Sinbad, driving him about without rest, to pick fruit and do his pleasure. This went on and on, until the desperate sailor made wine from wild grapes to appease his own plight. One day noting Sinbad's pleasure, the old man snatched a gourd of

wine and gulped it down. Completely drunk, he loosened his grip and Sinbad threw him off. Saved by a passing ship, his rescuers said, "You are the first ever to escape strangling by the Old Man of the Sea".

Dating back hundreds of years, the Old Man is an allusion familiar to everyone. He is a warning figure today. Our nation, surviving the storms of two world wars, wanders down strange ways. With kindly intent and glorying in its own strength, America is tempted to shoulder the Old World and its age-worn problems. But weak and feeble as the Old World appears to be, let us beware! How easy to assume a burden which would quickly exhaust our strength, strangle us as a nation, and in the end leave the world as weak and exhausted as it was before our foolish undertaking!



### The Youngstown Sheet and Tube Company

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RAILROAD TRACK SPIKES - CONDUIT - HOT AND COLD FINISHED CARBON AND ALLOY BARS - PIPE AND TUBULAR PRODUCTS - WIRE - ELECTROLYTIC TIN PLATE - COKE TIN PLATE - RODS - SHEETS - PLATES.

# The Debut

(Continued from page 39)

The chemical industry, on the other hand, will be called on for a 75 per cent increase in output by 1961, and at the three-quarter mark in the present century the market will be 3½ times greater than it is today. If the difference is to be made up by U. S. industry, most of it will have to come from coal-hydrogenation plants.

## Carbonization-Produced Chemicals

A ton of coal in a modern coke oven will yield in coal chemicals about 8 gallons of tar, 20 pounds of ammonium sulphate, 10,000 cubic feet of surplus gas, and about 3 gallons of light oils. Ammonia also is recovered. The coal chemicals are subsequently broken down into innumerable other compounds, including aviation gasoline, nylon, industrial solvents, printing inks, DDT, dyes, an ingredient used in the manufacture of synthetic rubber, saccharin, explosives, moth balls, insecticides, wood preservatives, pyridine, and many others.

To get the right type of coke prescribed in steel-making recipes, operators of the metallurgical ovens blast coal molecules with about 2,000 F. temperatures. As a consequence, some of the complex coal fractions sought for further exploitation in chemical laboratories are dissipated beyond recall. At Institute, these materials will be recovered and put to a variety of uses; in addition, there will be greatly-improved yields per ton of coal in most other items. For example, hydrogenation will produce 5

to 8 times more naphthalene, 60 to 80 times more "natural" phenol, and 300 to 500 times more quinoline.

From its experimentations thus far, Carbide and Carbon believes that it is on the threshold of a whole new coal chemical industry.

"Our crystal ball divines huge markets for new end uses," H. B. McClure, vice president of the company, said in an address at the National Coal Association convention and business meeting in New York City on November 12. "Some examples that are already on the near horizon are blowing agents for plastics. Structural materials that require aromatic chemicals are coming. Turning from shelter and transportation to clothing, we find aromatic chemicals of great importance in the new textile fibers, such as nylon and dacron."

Situated on one of the country's most bountiful coal fields, the plant at Institute need never want for raw materials in the centuries ahead. West Virginia alone has 53 billion tons of recoverable coal. In neighboring Virginia there are another 10 billion tons, and Kentucky has more than 59½ billion tons of recoverable reserves.

For that matter, the whole South is within easy access to all the coal it needs for conversion into synthetic fuels and chemicals, as well as for heat, coke, power, and process steam for homes and industries. When the total available tonnage in the states mentioned above is added to reserves in Oklahoma, Alabama, Missouri, Arkansas, and Tennessee, the South's reserves of bituminous coal that is definitely mineable come to some 146 billion tons—about five times the amount used in the entire United States in the past two centuries. In addition, Texas has

some 15½ billion tons of lignite, also an excellent material for synthetic fuels and chemicals besides being a valuable fuel in its native form.

## "Breathtaking" Future

Five years ago an article in the *Westinghouse Engineer* reviewed the synthetic fuels outlook, stating in summation:

"A glance at the nation's energy picture leaves several unescapable conclusions: the cost of energy from any fuel source is bound to rise; long-range energy planning rests squarely on coal; liquid and gas fuels of the future will be made from coal regardless of costs, which probably will be only slightly higher than present costs; conversion of coal to liquid and gas will mean the founding of giant industries supported by vast research, and marked by increased employment directly and indirectly; technically trained men will be needed in large numbers.

"The picture is breathtaking."

At that writing the Carbide and Carbon plant had not even been designed, and the logical assumption was that the increasing demand for chemicals would be filled by greater activity in coke ovens plus a normal "overflow" from synthetic fuels installations. Now that the operation at Institute is first on the scene in the commercial coal-hydrogenation field, its potentialities are proving to be breathtaking in themselves. And there is a good chance that the modest operation that got underway in the West Virginia hills in the spring of 1952 will continue to loom large in the hydrogenation picture even after the gigantic synthetic fuels industry has become a reality.

## Manufacturing Milestone at G. E.



Less than five months after start of production, Manager W. M. Nave of General Electric's Anniston, Ala. Tube Works receives the 1,000,000th tube produced there from test set operator Ruby Sayer, as Wilfred Gorrell, works engineer, looks on.

## U.S. Plant

(Continued from page 37)

It must not be forgotten at this point that investment is not made on the basis of realized income (payrolls and profits), but on the basis of profits alone. And profits, over the long trend, run fairly evenly apportioned among the various industry divisions.

If this were not so, some industries would languish and soon die out for lack of adequate return on investment.

### Investment and Personnel

Also worth considering is the ratio between plant investment and persons engaged in industry.

In this case finance tops all other industries, requiring property investment of \$1,900 for each person engaged in the industry.

At the lower end of the scale is retail trade, requiring \$1,700 per person.

In between: utilities \$14,000, mining \$10,000, construction \$1,000 (all in round figures).

(An ensuing article will deal with plant investment in the South and its relationship to the Nation at large.)

## "Looking At Baltimore" Published by Bethlehem Steel

A beautifully designed and illustrated 28 page booklet entitled, "Looking at Baltimore" was recently published by the Bethlehem Steel Company. Full of facts, figures, charts, photographs, etc., the booklet presents in detail the advantages that Baltimore offers business and industry of all kinds.

The first section charts Baltimore's record of steady growth over the past decade in all types of industry and trade, showing the city to be a leader in the nation with respect to growth of manufacturing activity.

The second section of the booklet deals with Baltimore's number one asset, her port, and this is followed by discussions of the city's advantageous geographical location, 50 to 150 miles closer to the midwest than other leading eastern ports; the low-cost and plentiful power, fuel and water; the large industrial community; the area's recreational advantages and facilities; educational facilities; manpower supply; the availability of good plant sites and the ready accessibility of an abundance of valuable market data and related industrial aids through the Baltimore Association of Commerce.

One of the most attractive features that Baltimore has to offer new industry is, of course, the availability of steel right on your doorstep. Bethlehem's huge Sparrows Point Plant, the world's largest on tidewater, and one of the largest in the nation stands ready to serve new industry at home and abroad as the need arises.

### Self-Unloading Ship Brings First Cargo to Mobile

A new-type bauxite carrier, which self-unloads its aluminum ore directly onto dock facilities, has brought its first cargo of 13,000 tons to Mobile, Alabama.

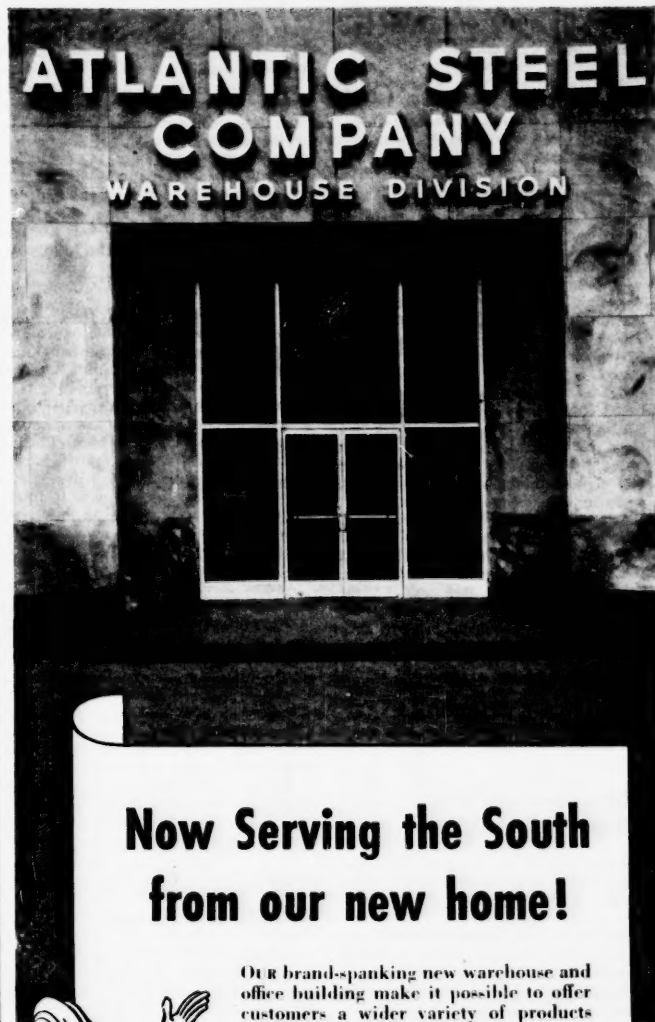
The ore-carrier Carl Schmedeman was built for the Reynolds Metals Company, to carry high-grade bauxite from the firm's mining operation in Jamaica. Eventually, the ship will unload at the Reynolds alumina plant now under construction near Corpus Christi, Texas, adjacent to the company's new San Patricio aluminum reduction plant.

The freighter is named for the late Dr. O. C. Schmedeman, the Reynolds chief geologist who first examined the amazing Jamaican bauxite find of the early 1940's, recognized its importance, and recommended the vital mining operation.

The Schmedeman can unload its ore in about eight hours, one-third the time required for conventional bauxite carriers. A built-in conveyor system moves the ore to the ship's stern, where it is carried onto a dockside belt, into a hopper, then loaded into railroad cars. Until the Corpus Christi installation is completed, the bauxite is being shipped by rail to the Reynolds alumina plant at Hurricane Creek, Arkansas.

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## Hyman Viener Paper Mill Now in Operation

Hyman Viener & Sons are rendering a more complete service to their customers from coast to coast, with the establishment of their new paper manufacturing mill at Woodbine, Maryland.

The modern mill manufactures various paper products, including paper board, at Woodbine, Maryland, a small community approximately 35 miles from Washington, D. C. and 40 miles from Baltimore, Maryland. The mill is served by the Baltimore and Ohio Railroad. The paper mill operations are conducted in six buildings, on a 50 acre tract of land. Power is provided by the Consolidated Electric & Gas Company. Private water source is located on the property.

Hyman Viener & Sons was established by Hyman Viener, at Charles Town, West Virginia in 1907. During the years since the establishment, the firm has been engaged in processing various grades of raw materials for smelters, foundries, paper mills, and industrial consumers.

In 1927, the firm established offices and warehouses at Washington, D. C., specializing in the wholesale and brokerage of non-ferrous metals scrap and scrap rubber.

In 1936, the company entered the smelting, refining and manufacturing of non-ferrous metals and alloys, with the establishment of a modern plant at Richmond, Virginia. Leading consumers of Viener Metals are in the foundry, industrial, plumbing, hardware, automotive fields.

## Frisco Opens Traffic Office at Lubbock, Tex.

In recognition of the growing importance of the Texas plains area, the Frisco Railway opened a traffic office in Lubbock, Texas, Dec. 8.

The office, which is located at 1015 Lubbock National Bank Building, is headed by Howard B. Blagg as general agent.

Blagg, a native of Prosper, Texas and a graduate of Texas Christian University,

entered the railroad industry in June, 1942, as a telegrapher and in November of that year came to the Frisco as a cashier at Sherman.

After service in the Army, he rejoined the Frisco and held various clerical posts until February, 1951, when he was named traffic representative at Blytheville, Ark. He went to Pittsburgh, Pa., as traffic representative in May, 1951, and had been there since.

## Foxboro Expansion at Dallas Boosts Valve Production

New factory facilities for the assembly of control valves were recently acquired at Dallas, Texas, by The Foxboro Company, Foxboro, Mass., manufacturer of the Stabilflo Control Valve and a complete line of industrial instruments for process measurement and control. Convenient to the office address, 1710 N. Akard St., the new quarters practically double the area devoted to valve assembly and warehousing, and will facilitate rapid delivery and service to industries throughout the South and Southwest which have been served from the Dallas Branch for over 20 years.

Announcement of the new Dallas facilities reflects the growing demand by instrument users for valve engineering, along with instrument engineering, to meet specific processing requirements.

Also indicative of the trend towards custom-engineered control are the recently expanded valve production facilities at the Foxboro Home Factory, supplemented by Foxboro Branch Factory assembly and service at Pittsburgh and San Francisco. Industries in Canada and abroad are served by The Foxboro Company, Limited, Ville LaSalle, P.Q., and Foxboro-Yoxall, Ltd. of London, England.

## CAB Recommends Approval of Delta-C&S Merger

CAB Examiner William Cusick, on Nov. 13, recommended the approval of the merger of Delta and Chicago and Southern Air Lines.

In a 74-page report, Cusick found that the proposed merger is in the public interest and recommended that the CAB issue two orders, one transferring the domestic routes of C & S to Delta and the other transferring the international routes. He pointed out that only the international route order needed to be sent to the White House for Presidential approval.

The Examiner's recommendation goes to the CAB for adoption, rejection or revision, after which the proposal must be submitted to stockholders of both companies.

Examiner Cusick recommended that the Board require 45 days' written notice of any changes involving personnel after the merger. The Examiner recommended that the provisions for protection of employee interests proposed by the two companies be extended to include probationary employees as well as permanent employees.

The Examiner recommended that the protective provisions exclude employees who decline to transfer for personal reasons. He also suggested a plan for meetings between company and employees or their representatives to settle any differences which might arise.

Cusick found that the financial proposals for the consolidation were sound, and fair to all parties.

He said the consolidation should result in an increase in traffic and would be especially helpful to the international routes of C & S.

## Universal Concrete Pipe Plant To Begin Operations in January

The Miami plant of Universal Concrete Pipe Company, under construction since April, will be ready to begin operations in January.

Located at 1525 Stirling Road, Dania, the Miami operation is expected to conveniently service the entire area of southern Florida below Lake Okeechobee with concrete pipe to meet drainage requirements. It will be the 26th in Universal's network of plants in the east and south. The world's largest manufacturer of concrete sewer pipe and culverts, the firm, which maintains its home office in Columbus, Ohio, has facilities in 11 states, including in Florida a plant at Tampa, an affiliate in Ocala, and sales offices in Tallahassee and St. Petersburg.

With the latest types of concrete fabricating machinery shipped from the organization's fabricating works in Columbus, the Miami plant will be equipped to manufacture plain pipe in diameters 5 to 30 inches and reinforced pipe from 24 to 120 inches in diameter in eight foot and longer lengths. In addition, the plant will produce Flexicore floor and roof slabs and other pre-cast concrete products.

The new pipe plant consists of a steel frame building which houses the manufacturing process and curing rooms of concrete block and flexicore. Construction, which is about 75% completed, has been in charge of W. M. Lafferty.



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## Hampton Roads Ports Annual For '53 Being Released

"The Ports of Greater Hampton Roads Annual, 1953," attractively bound and containing complete information on the facilities and advantages of the ports of Hampton Roads, Norfolk-Portsmouth and Newport News, is being released by the Hampton Roads Maritime Association. The Annual was authored by Harry M. Thompson, Executive Vice President of the organization and every effort has been made to set forth facts which are believed to be of most general interest to shipping men and shippers.

It contains a very interesting and comprehensive discussion of the commerce of the port and another full discussion of the advantages available for the operation of manufacturing plants. Hampton Roads' unexcelled transportation facilities are discussed in detail and show steamship services to practically every important world port, to the West Coast of the United States and many coastwise points, as well as services and facilities offered by the nine trunk line railroads which serve the area, interconnected by the Norfolk & Portsmouth Belt Line Railroad.

Sections are devoted to terminal facilities, oil storage and handling facilities, and the important shipbuilding and ship repair industry. There is data on port charges, customs and practices and a list of foreign consuls is included. A folded-in

map shows at a glance the relationship of the major areas of the country to the port from a freight rate standpoint and another map shows the Hampton Roads ports and harbor in detail.

The purpose of the publication is to advertise the port area and copies are being sent to steamship owners and operators and shippers and receivers of cargoes in this country and abroad, to railroad companies in the East, to manufacturers throughout the country, to important government and military officials and to many other firms and individuals. As a matter of fact, the Association tries to place the Annual wherever the interest of the port and community will be served.

## Charleston, S. C. Releases Port Traffic Figures For '51

Charleston led all South Atlantic seaports in waterborne commerce for the year 1951 with port traffic totaling 4,614,909 tons, according to preliminary figures just received by the South Carolina State Ports Authority from the Army Corps of Engineers, subject only to minor revision before becoming final.

Jacksonville, Fla., ranked second among South Atlantic ports in harbor commerce with 4,411,702 tons handled during 1951; Wilmington, N. C., third with 3,897,812

tons; and Savannah, Ga. fourth with 3,502,529 tons.

Charleston's 1951 harbor tonnage was sharply up from 1950 when 3,427,586 tons of waterborne commerce were handled through the port. The 1951 traffic of 4,614,909 tons was an increase of 34.6 per cent over the previous year.

Substantially smaller percentage increases in tonnages were reported for the other three major South Atlantic ports. Wilmington increased about ten per cent in port traffic last year over 1950; Jacksonville, approximately 6 per cent; and Savannah less than one per cent.

Comparative figures on foreign trade released by the Army Engineers show that Charleston ranked first in exports last year. Charleston harbor funneled 822,202 tons of cargo to foreign countries, which was 59 per cent greater than the total combined exports of its three sister Southeastern ports, totaling 516,531 tons. Imports totaled 1,128,801 tons, somewhat under Savannah's 1,402,167 tons, and substantially greater than Jacksonville's 755,432 tons and Wilmington's 183,851 tons.

In coastwise trade Charleston was third in rank on the South Atlantic with 2,207,051 tons in receipts and shipments. Jacksonville ranked first with 3,539,787 tons, Wilmington second with 3,084,922 tons, and Savannah fourth with 1,660,226 tons handled in coastwise cargo.

Internal harbor traffic accounted for other tonnage included in totals reported by the Army Engineers.



High grade gas, by-product, steam and household stoker coal from Wise County, Virginia, on the Interstate Railroad.



High grade gas, by-product, steam and domestic coal from Wise County, Va., on the Interstate Railroad.



High grade, high volatile steam and by-product coal from Wise County, Va., on the Interstate Railroad.



The Premium Kentucky High Splint unmatched for domestic use. Produced in Harlan County, Kentucky, on the L. & N. Railroad.



Roda and Stonega from Wise County, Va.



High grade gas, by-product, steam and domestic coal—Pittsburgh seam from Irwin Basin, Westmoreland County, Pennsylvania, on the Penna. Railroad.



High volatile domestic, steam and by-product coal from Boone and Logan Counties, W. Va., on the Chesapeake & Ohio Ry.



Genuine Pocahontas from McDowell County, W. Va., on the Norfolk & Western Railway.



High fusion coking coal for by-product, industrial stoker and pulverizer use from Wyoming Co., W. Va., on the Virginian Ry.



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## New SSIRCO Miami Warehouse



## Southern States Opens New Branch in Miami

Southern States Iron Roofing Company opened a new 20,000 square foot branch warehouse in Miami several weeks ago.

The opening was celebrated with an all-day housewarming party which was attended by over 400 lumber and building supply dealers, roofing and sheet metal contractors, metal fabricators, and other Miami business men. Buffet lunch and refreshments were served throughout the day.

The branch is the company's sixteenth in the South and the fourth in Florida. Other Florida branches are in Tampa, Orlando, and Jacksonville.

The Miami branch will carry a complete stock of building materials and metal products, providing pick up service

and overnight delivery to dealers and fabricators in the Miami-Palm Beach area.

Emried D. Cole, former branch manager for SSIRCO at Hattiesburg, Mississippi, is manager at Miami. Associated with the company for over 15 years, Cole is well-versed in the building material and metals fields. Norman R. Cathcart and Larry Stokes are sales representatives.

A highlight of the housewarming celebration was an unusual aluminum welding and finishing clinic put on with the cooperation of the Reynolds Metals Company and Lande Air Products Company.

Charles Bruno, Reynolds welding specialist, and Richard Hafer, aluminum finishing expert, were in charge of the clinic which featured both discussions and practical demonstrations.

## Girdler Builds New Plant To Produce Activated Carbon

The Girdler Corporation, Louisville, Ky., has started operation of a new plant for the production of activated carbon from hardwood char. The plant includes several new developments that are a part of a continuous process for the manufacture of several types of activated carbon. The continuous process replaces older batch processes and provides means for producing carbon of uniform physical characteristics and high adsorptive capacity.

Girdler's activated carbon, identified as G-25, is used for the removal of sulphur compounds and other impurities from gas streams and in some processes it is used as a catalyst or a catalyst support. There are also a number of other purification processes in which G-25 material may be used as an adsorbent material.

In addition to activated carbon, Girdler manufactures commercial catalysts used for hydrocarbon reforming, carbon monoxide conversion, selective hydrogenation, desulphurization and deoxidation. Special catalysts are also prepared and manufactured.

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Gary-Riveted Grating :: Gary Stair Treads  
**STANDARD STEEL SPRING COMPANY**

Open Steel Floor Grating Division  
2700 East Fifth Avenue, Gary, Indiana

# NEW PLANTS

(Continued from page 14)

Gayle plants in Chester & Grace Bleachery near Lancaster.

**ANDERSON**—Weiborn Shoes, Inc., \$83,000 building, John M. Lambert, Jr., Box 761, Sullivan Bldg. Archt.

**CHARLESTON**—Associated Spinners, Inc., Ralph Tager, Treas., New York, N. Y., plans wool and synthetic combing facility, Charleston being considered.

**CHARLESTON COUNTY**—North Charleston Terminal Co. has DPA approval for railway transportation, \$352,667.

**GREAT FALLS**—Republic Cotton Mills, Div. of J. P. Stevens Co., Inc., plan additions to carding, spinning, picker room and cloth room warehouse.

**ORANGEBURG**—United States Plywood Corp. plans office addition.

## TENNESSEE

**BRISTOL**—Blue Ridge Manufacturers, Inc., Lynchburg, Va., acquired Big Jack Manufacturing Co.

**BRISTOL**—U. S. Navy Department, \$1,025,000 Administration Building, for new plant, to be operated by Sperry-Farragut Corp. Smith, Hinchman & Grylls, Inc., 800 Marquette Bldg., Detroit, Mich., Archts.

**CHATTANOOGA**—Combustion Engineering Superheater, Inc., 1032 W. Main St., administration building, Seimon T. Franklin, 421 Poplar St. Archt.

**CHATTANOOGA**—E. I. dePont de Nemours & Co., proceed with proposed expansion of facilities for manufacture of continuous filament nylon yarn at its nylon plant, est. at \$9,000,000.

**CHATTANOOGA**—Ilena Mills plans addition to mill, Manufacturers Road, P. B. Shepherd, James Bldg., Archt.

**CHATTANOOGA**—The Wheeland Co., Chattanooga, Tenn., negotiating with Government agencies on plans for expansion of aluminum production program which probably will involve construction of a \$70,000,000 plant in Chattanooga or immediate area; an alternate plan also being considered would call for that plant and in addition, a plant at a South Atlantic seaport to take bauxite ore brought by ocean vessels and produce alumina; latter project would involve an estimated expenditure of \$90,000,000. It was reported.

**CLARKSVILLE**—City plans \$1,346,757 natural gas distribution and transmission line.

**CLARKSVILLE**—International Minerals & Chemical Corp., Chicago, Ill., plan food mixing factory. Site under consideration along Tennessee Central R. N. of New Providence on Highway 41-A.

**CLEVELAND**—Duplan Corp., 3-story plant addition, processing nylon yarn.

**COWAN**—Marquette Cement Mfg. Co., 20 N. Wacker Drive, Chicago, Ill., plans installation of new equipment to increase clinker producing capacity.

**FRANKLIN**—Monsanto Chemical Co., Columbia, plan limited mining operations in early 1953. Loading tipples will be built on L. & N. R. R. near Franklin.

**JACKSON**—Gulf Mobile & Ohio Railroad Co. had DPA approval for railway transportation, \$263,000.

**MEMPHIS**—General Motors Corp., Breedlove & Clyde Sts., plan warehouse.

**MEMPHIS**—International Harvester Co. plans warehouse.

**MEMPHIS**—LaCade Steel Corp., St. Louis, interested in locating \$500,000 steel fabricating plant.

**MEMPHIS**—Marquette Cement Mfg. Co., 20 N. Wacker Drive, Chicago, Ill., to modernize shipping plant; erect 4 additional storage silos.

**MEMPHIS**—Pee Dee Co., 1163-71 Race St., addition to manufacturing plant, Walter Nelson Archt.

**MEMPHIS**—Virginia Carolina Chemical Co., plans dressing room building.

**NASHVILLE**—Jones & Laughlin Steel Corp. granted building permit for \$140,000 warehouse and office building along N. C. & St. L. Railway on old Woodycress Ave. near Nolensville Road.

**NASHVILLE**—Marsuette Cement Mfg. Co., 20 N. Wacker Drive, Chicago, Ill., to modernize packing plant.

**NASHVILLE**—Nashville, Chattanooga & St. Louis Railway has DPA approval for railway transportation, \$450,354.

**UNION CITY**—Reelfoot Parking Co. plans \$1,500,000 cooling house addition to plant.

## TEXAS

**TEXAS**—Missouri-Kansas-Texas Lines plans new plant and equipment, \$9,224,000.

**AMARILLO**—KFDA Station, 109 E. 5th St., plans TV Transmitter Building.

**ANGLETON**—Southwestern Bell Telephone Co., Dallas, plans dial building, Cato, Austin & Evans, 2103 Crawford St., Houston, Archts.

**BIG SPRINGS**—S. C. V. A. K. Telephone Co., \$340,000 improvement program, including 5 automatic dial exchange buildings.

**CAIALEN**—Central Power & Light Co., \$486,013 Lon C. Hill Power Station, Unit 1, 66,000 k.w. power station.

**CLEVELAND**—Martin Chevrolet Co. plans one-story automobile building, Heartfield & Woodside, 1203 American National Bank Bldg., Beaumont, Archts.

**CORPUS CHRISTI**—Southern Minerals Co., c/o Maston Nixon, Pres., Southern Minerals Building, \$1,169,192 for SOMICO Building, Job No. 4385, Wyatt C. Hedrick, 1005 First National Bank Bldg., Fort Worth, Archt-Engr.

**CORPUS CHRISTI**—Southwestern Oil & Refining Co., Port & Sumner, \$30,717 laboratory building, E. Dexter Harmon, 912 Ocean Drive, Archt.

**DALLAS**—Chance Vought, Div. of United Aircraft Corp., P. O. Box 5907, \$1,365,000 on Item 1 and \$1,289,000 on Item 2, for structures of Test Laboratories Building, Corgan, Lane & Assocs., Meiba Bldg., Archts.-Engrs.

**DALLAS**—Southwestern Bell Telephone Co., K. A. Ganssle, Chief Engr., 308 S. Akard St., alterations to toll building, Gill & Harrell & Associate, 1913 San Jacinto St., Archts.-Engrs.

**DEER PARK**—Rohm & Haas let contract for concrete foundation work in connection with addition to plant.

**EDINBURGH**—Southwestern Bell Telephone Co., K. A. Ganssle, Chief Engr., 308 S. Akard St., Dallas, dial addition and alterations to central office building.

**FREEPORT**—Dow Chemical Co. has DPA approval for facilities to produce chemicals, \$1,199,191.

**HOUSTON**—Adco Press, 2405 Hopkins St., \$20,000 one-story building.

**HOUSTON**—Ashland Oil & Refining Co. plans district crude oil supply office.

**HOUSTON**—City plans gas distribution system, cost \$17,307, on Capitol Avenue, Texas Avenue and Forest Hill Boulevard.

**HOUSTON**—Houston Oil Field Materials Co., George O'Leary, Pres., 1524 Maury St., plans \$2,000,000 plant on 70-acre tract off South Main St. at intersection of South Main

and Old Main Sts., Harvin C. Moore, 2006 W. Alabama St., Archt.

**HOUSTON**—Lawndale-Wayside Corp., \$31,200 business building, Wayside Blvd., just off Lawndale, to be leased to Rayco-Auto Seat Covers, Inc. Irving R. Klein & Assocs., 1317 Austin St., Archts.

**HOUSTON**—Lane Star Cement Corp., service building, Ship Channel, Milton McGinty, 2425 Ralph St., Archt.

**HOUSTON**—Lane Star Cement Corp., service building, Ship Channel, Milton McGinty, 2425 Ralph St., Archt.

**HOUSTON**—McCormick Steel Co., 1110 Lockwood Drive, plan \$73,000 warehouse.

**HOUSTON**—National Supply Co., 6229 Navigation Blvd., office remodeling, \$163,000, Wyatt C. Hedrick, 5201 Fannin St., Archt-Engr.

**HOUSTON**—C. Seizer & Sons Wholesale Plumbing Co., 1320 Congress Ave., office and warehouse, 2900 block Rusk, Joseph D. Krakower, 505 Avondale St., Archt.

**HOUSTON**—Swifts Cotton Oil, \$198,620 warehouse, 544 Waverly.

**LAMESA**—General Telephone Co. of South West Dallas, \$24,720 addition and alterations to telephone building, Atcheson & Atkinson, Sanford Bldg., Archts.

**LEAGUEVILLE**—Gulf Oil Co., Gulf Building, plans \$100,000 booster station.

**LUBBOCK**—Bryan Radio & Television, Inc., Joe H. Bryant, Pres., 1803 Broadway, \$164,000 television station, Avenue A, bet. 51st St. and 62nd St.

**LUBBOCK**—A. E. Quest & Sons, 3105 Avenue H, one-story awning and canvas products manufacturing plant, 218-22 E. 34th St.

**LUBBOCK**—Santa Fe Railroad, c/o J. A. Noble, Chief Engr., Amarillo, plan depot.

**MILANO**—Gulf, Colorado & Santa Fe Railroad Co., Rosenberg & Strand Sts., Galveston, passenger station.

**ORANGE**—Gulf Oil Corp., Pittsburgh, Pa., and B. F. Goodrich Co., Akron, Ohio, formed new company—Goodrich-Gulf Chemicals, Inc. Site selected for plant.

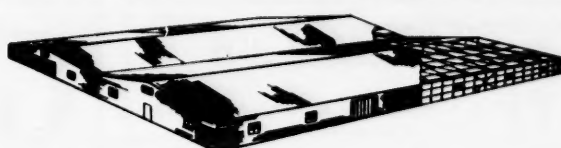
**PORT ARTHUR**—Evangeline Products System plans pipe line between Port Arthur and Baton Rouge, La.

**PORT ARTHUR**—Gulf Oil Corp. has DPA approval for gas facilities, \$1,965,135.

**SAN ANTONIO**—Acme Fast Freight, Inc., 731 S. Paydras St., Dallas, warehouse, M. K. T. Tracks near Probandt St.

(Continued on page 66)

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# NEW PLANTS

(Continued from page 65)

**SAN ANTONIO**—A. B. Frank Co. \$519,395 one-story building bent, Dolorosa & Nueva Sts., Job No. 51-135, Phelps & Dewees & Simmons, 1501-4 Majestic Bldg., Architects.  
**SHINE**—Southwestern Bell Telephone Co., K. A. Ganssle, Chief Engr., 308 S. Akard St., Dallas, plans office building.  
**SILSBEE**—Kirby Lumber Corp., Houston, \$10,000,000 manufacturing plant.  
**TENAS CITY**—Pan-American Refining Corp. plan expansion work.  
**VERNON**—Santa Rosa Telephone Cooperative, \$294,997 telephone extensions in Vihbarger, Clay, Hardeman & Ford counties.  
**WEST COLUMBIA**—Humble Oil & Refining Co., 1216 Main, \$5,000,000 gas plant.  
**WICHITA FALLS**—Continental Pipe Line plans \$4,180,000 pipe line from Oklahoma City, Okla., to Wichita Falls, Tex.  
**WICHITA FALLS**—White Television Co. granted FCC approval for new station.

## VIRGINIA

**CHESTERFIELD**—Allied Chemical & Dye Corp., New York, N. Y., \$23,000,000 fiber plant, Lockwood Greene Engineers, Inc., New York, Architects-Engineers.  
**CHRISTIANSBURG**—Chesapeake & Potomac Telephone Co. of Virginia plan telephone building, Carheel & Johnston, Architects-Engineers.  
**DANVILLE**—Danville Coca-Cola Bottling Co., \$108,800 bottling plant, Stone & Pitts, Beaumont, Texas, Architects-Engineers.  
**FALCON**—Battaglia Products Shippers, Gay Battaglia, plans \$100,000 cannery.  
**FAIRFAX**—Westinghouse Air Brake Corp. granted permit by County Board of Zoning

Appeals for Research Laboratory on Lee Boulevard, \$3,000,000 to \$5,000,000.

**HOPEWELL**—Allied Chemical & Dye Corp., New York, N. Y., \$23,000,000 synthetic fiber plant, at confluence of James & Appomattox Rivers, North of Hopewell.

**LYNCHBURG**—Gary Steel Products Corp., Hartwell H. Gary, Jr., Pres., Norfolk, plans \$150,000 branch plant.

**LYNCHBURG**—Lynchburg Foundry Co. plans new installation at plant, \$800,000.

**RICHLAND**—Dietz Printing Co., \$31,808 alterations and additions, Edward F. Sinnott, Architect.

**ROANOKE**—Red Lines, Inc., have permit for \$100,000 truck terminal and office building, 2210 Orange Ave., N.E.

**ROANOKE**—Tidewater Supply Co. plan warehouse and office building, Stone & Thompson, Architects.

## WEST VIRGINIA

**CLARKSBURG**—Mountain State Fabricating Co., P. O. Box 1146, rebuilding burned portion of plant.

**MOYNDVILLE**—National Aniline Division of Allied Chemical & Dye Corp., plans \$1,500,000 plant.

**WEIRTON**—Weirton Steel Co., T. E. Millsap, Pres., plans \$24,750,000 coke plant; will also build coal storage unit and install new bi-product and benzol department.

third place in imports of bauxite and rubber, but dropped from first to third place in imports of unmanufactured wood. Lockenberg emphasized that the U. S. Dept. of Commerce figures were comparative and covered the first six months of 1951 versus 1952.

In the export field, New Orleans maintained its number one position in wheat flour, ranked second in corn, cotton, vegetable oils and fats exports, and agricultural machinery. The Port maintained third place in lube oil and greases, but dropped from second to third place in bricks and tile. Baltimore replaced New Orleans as the number three exporter of vehicles and parts, as the latter dropped to fourth position in the nation. The Port ranked fifth in sulphur exports and sixth in wheat.

## Large Tonnage Increase Through Port Houston

A large increase in import tonnage moving through the Port of Houston is reflected in a report showing customs collections for the first 10 months of the year at a new high.

Duties paid from January through October reached \$12,036,078, an increase of nearly \$4,000,000 over the corresponding period in 1951.

In October alone, collections amounted to \$1,518,178, an all-time record for a single month. The previous high was in July when collections totaled \$1,365,720.

Steel pipe and structural steel continue to be the leading dutiable imports, Sam D. W. Low, collector of customs, said. He pointed out that the October total was increased substantially by collections of duty and internal revenue taxes on liquor.

## New Orleans Port Figures For Six Months Show Increases

The Port of New Orleans showed a phenomenal gain of 290% in sulphur exports during the first six months of 1952. E. H. Lockenberg, general manager, said recently. The Port showed important strategic gains in other commodities as well, he added.

Lockenberg said figures just released by the U. S. Dept. of Commerce show New Orleans continued to rank first in imports of sugar and molasses, and replaced New York as the number one banana importer. The Port ranked second in coffee, burlap and jute bagging, and rose from third to second place in sisal and jute imports; rose from fourth to

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## WHO'S WHERE

Seaboard Air Line Railroad Co. has announced the following appointments effective December 1: **Mr. V. T. Boatwright, Jr.**, Assistant General Passenger Agent with office at New York; **Mr. P. W. Harris**, Division Passenger Agent with office at Norfolk, Va.; **Mr. H. T. Denning**, General Passenger Agent is transferred to Jacksonville, Fla.; **Mr. L. G. Weber** to General Passenger Agent with office at New York; **Mr. J. F. Thomas, Jr.**, Assistant General Passenger Agent is transferred to Tampa, Fla.; and **Mr. F. H. Bradley**, Assistant General Passenger Agent with office at Jacksonville, Fla.

The Atlantic Coast Line Railroad Co. has announced the following appointments effective November 1: **Mr. R. M. Mock**, Commercial Agent, Fayetteville, N. C.; **Mr. L. P. Campbell, Jr.**, Freight Service Agent, Albany, Ga.; **Mr. F. C. Marler, Jr.**, Freight Service Agent, Atlanta, Ga. Effective December 1: **Mr. H. M. Emerson**, is appointed Assistant to the General Freight Agent, with office at Wilmington, N. C., and **Mr. W. F. Burns** is appointed Assistant to Manager, Mail Traffic at Wilmington, N. C.

Central of Georgia Railway Co. has announced the following appointments effective November 1: **Mr. L. J. Hamilton**, Commercial Agent, headquarters Brown-Marx Building, Birmingham, Ala.; **Mr. F. Holt Hertwig, Jr.**, Commercial Agent, Brown-Marx Building, Birmingham, Ala.; **Mr. Francis A. Bowers, Jr.**, Assistant General Agent, 1035 Utilities Building, 327 S. LaSalle St., Chicago 4; **Mr. J. B. Mitchell**, Florida Freight Agent, 1013 Graham Building, Jacksonville, Fla.

**George D. Wick III**, formerly in Youngstown district sales office of The Youngstown Sheet and Tube Company, now is representing the company at Charlotte, N. C. He succeeds **Clarence D. Holland**.

**A. D. Stewart** has been appointed general storekeeper of the Norfolk and Western Railway, succeeding the late **G. P. Butcher**.

### ■ Inventions for Sale

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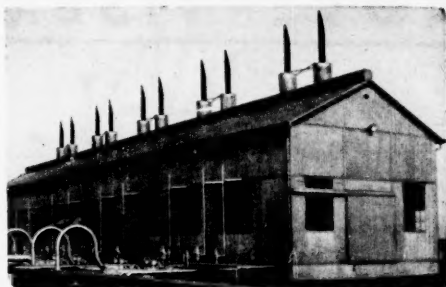
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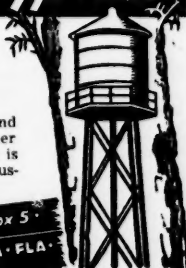
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